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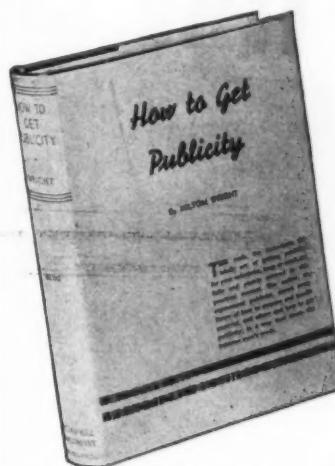
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What must be done and how to do it— *to get publicity*



A practical book
for every busi-
ness man, what-
ever his field or
the size of his
department or
business.

How To Get Publicity

By MILTON WRIGHT

226 pages, 5½ x 8, \$2.00

The tools, the techniques, the whole art of getting publicity for your enterprise, large or small, are fully and plainly discussed in this practical manual. The author, an experienced publicist, considers every factor of how to prepare and handle material and where and how to get publicity, in a way that meets the business man's needs.

Look up in this book—

- the discussion of the five relationships affecting publicity policy;
- the five questions that must be answered in studying a publicity problem;
- the suggestions for plotting a campaign;
- the six steps in making a schedule;
- the suggestions on finding a story and digging for news;
- the eleven rules for publicity copy;
- the rules for pictures;
- the eleven rules for dealing with reporters.

Read this list of chapter headings

- I. The Scope of Publicity.
- II. Studying Your Problem.
- III. The Newspaper Setup.
- IV. Building a Story.
- V. Standard Practice.
- VI. Your Relations with Editors.
- VII. Particular People.
- VIII. Pictures.
- IX. Trade Publicity.
- X. Getting Talked About.
- XI. Publicity as a Career.

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Every tire with Triple Protection costs more to build. It's an expensive development. But it does not cost you one thin dime extra. Goodrich Silver-

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Goodrich dealer. Ask him to tell you the whole money-saving story.

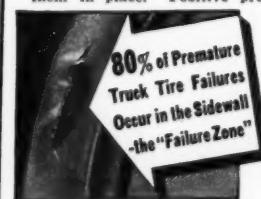
HOW TRIPLE PROTECTION WORKS

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2 PLY-LOCK—the new Goodrich way of locking the plies about the bead. Anchoring them in place. Positive pro-

tection against the short plies tearing loose above the bead.

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SPECIFY THESE NEW SILVERTOWN TIRES FOR TRUCKS AND BUSES

We Give You

J. H. Vandeventer's editorial
in May 14 issue of *Iron Age*:

The Fool-Proof Machine . . .

ONCE upon a time there was a remarkable machine. Materials were put in at one end of it and out from the other end came all sorts of things that people needed—shoes, automobiles, houses, clothing, food and what else have you.

The machine was not perfect; it had one defect that even the most skilled mechanics could not overcome. It would not run at constant speed. It would slow down in bad weather and speed up when the sun shone. But it never stopped. It had run for more than three-quarters of a century, turning out things for people in marvelous quantities.

Of course the machine had its critics; mostly people who knew very little about how it operated and who had had little or nothing to do with either building or running it. No one paid much attention to these critics, however, until the great rainy period set in.

It rained and rained and rained. The machine, sensitive to weather conditions, slowed down. It didn't stop but it got down to something better than half speed, and its output shrank proportionately. People began to grumble.

This gave the critics a golden opportunity. "Put us in charge of this machine," said they, "and we will show you some real results. We will modernize this old fashioned contraption, regularize it, discard a lot of old parts and put in new ones of our own design. You won't know it when we get through with it."

The people, discontented with the output of the machine, accepted the proposal of the critics and put them in charge, headed by one known as "The Great Experimenter."

Acting upon this principle, this motley crew did strange things to the machine. They added unheard-of attachments, each of which was advertised as a miracle worker but none of which did anything except to handicap the mechanism. They even tried changing the color of the machine from battleship gray to red.

As fast as these attachments were put on they would fall apart or be shaken to pieces by the machine, which kept right on going in spite of these handicaps. It was what you might call a "fool-proof" machine.

Finally, the weather changed, as weather will. The sun began to peep out again and the good old machine, responding to its stimulus, shook off the last of the so-called improvements and began to turn faster and faster until it appeared that it would soon regain its normal speed.

Whereupon the improvers and experimenters said to the people: "Look what we have done! See how successfully we have kept our promises. Surely you will now put the machine permanently in our charge."

One of the common people asked this question: "Tell us first, how big a bill we will have to pay for all of these improvements and attachments."

And the experimenters replied: "We will take that up with you after election."

The Greatest Need of the Cold



With problems of over-capacity and the need for bigger profits, the industry has not seized the opportunity to make itself popular. It suffers from public contempt.

By H. A. HARING

Contributing Editor

No great research is required to learn what is the crying need of the refrigerated warehousing industry. That need is, at the same time, also its greatest weakness.

Cold storage has failed to make itself popular.

This fact is as clear as fresh red paint. The fact itself is surrounded by two conditions.

Condition Number One. Possibly no remark is

more common, as one talks with cold-storagemen, than something of this sort:

"The big problem of our business is how to make some money. It's not the depression alone; it's more than the low volume of food products in store for two seasons. Cold storages are woefully over-built; the country's capacity is twice what we are using. Too much vacant space leads to the usual evils of

Cold Storage Industry

"Everytime the managements grumble about over-capacity and ruthless price cutting, they should turn their eyes toward the wider horizon of creating for their industry as a whole a new volume of storage business".

price cutting and no one seems to be making a fair profit."

One of the leaders in the industry is Frank A. Horne, president of the Merchants Refrigerating Company, New York. About a year ago, when speaking in New Orleans on "The Industry's Outlook for the Future," he stated Condition Number One rather frankly in these words:

"I believe this confronts us as an industry: That we are going to have a low percentage of occupancy for some time to come. It is going to take us a long time to grow up to the unlimited expansion of our industry. We cannot suffer this decline, decline, decline of the rate structure and at the same time have our occupancy go down, down, down. It simply spells disaster and trouble. . . .

"Get away from the illusion that volume in store is the answer and beware of your soliciting department in this matter. . . . With the enforced low occupancy it is asinine to go on the way we have been going!"

"I am not a prophet to speak of the future, except to express one general principle. If we do not substitute constructive cooperation in the place of destructive competition, we shall continue to go down hill to receiverships and to such a demand for red ink that the code of the ink people will have to be revised."

Highly Specialized

Cold storage construction is so highly specialized that, once erected, a building can seldom be used for anything else. On this point, E. G. Erickson, vice-president of Central Cold Storage Co., Chicago, once declared:

"New space coming into the picture represents an addition to capacity which remains as a permanent addition. This is because there is no other practical use to which buildings erected for cold storage can be put. Therefore, although a venture in the cold storage business may fail, the properties are not put to any other use. They continue to be a part of the cold storage picture. The original investors may be wiped out, or the value of their equities scaled down to a lower basis, but in any event the operation carries on."

Condition Number One, then, is that cold storage has an over-capacity, not possible to convert to other uses, and that this excess of space holds down the profits for the whole industry, for good and modern houses quite as much as for antiquated equipment and inefficient management.

Condition Number Two. To mention this may be treading on dangerous ground. As it is, we shall face the issue. It is necessary to do so, if the industry is to turn to profit-making.

Cold storage has failed to popularize the inesti-

mable service it renders to the dinner table of America. In speaking to the American Fruit and Vegetable Shippers' Association on the subject of "Cold-Storage Warehousing," R. H. Switzler, general manager of the St. Louis Refrigerating and Cold Storage Co., voiced this service as follows:

Man's Insurance Against Starvation

"The modern cold storage warehouse is man's chief insurance against starvation. Living, as he does, in cities far from the place of growth of his food-stuffs, modern man would starve were it not for this surplus. He would lose the greater part of his daily diet if cold storage warehouses did not exist, and at times of paralysis of transportation, famine and starvation would stalk before him. Today no one denies that the invention of artificial means to preserve perishable foods is one of the greatest boons to civilization. Not only has fear of famine been dispelled in civilized countries, but even more for man's delectation is the wide range of food variety set on his table and the extended period of the year through which every delicacy is procured. The verdict of various State and Government commissions, investigating the subject of food costs in recent years, has been unanimous to the effect that the welfare of the nation is dependent on cold storage."

The fact that Mr. Switzler was quoting from my own book "Warehousing" has always been a pleasant compliment to me, because the only actual warehousing experience of my business life was in connection with cold storage.

Many years ago—and if I say how many it will be to rank myself as an old patriarch—I was a director of the Sheriff St. Market & Cold Storage Co., Cleveland, and for possibly five or six years also a member of the directors' executive committee. Homer McDaniel—then our general manager and for four years president of the American Warehousemen's Association and always active in its affairs—thus became a sort of "Grand Daddy" to me in warehousing. For many years, he and I had lunch together as regularly as Tuesday showed up on the calendar—grand, good Homer McDaniel, who talked to me about loans on butter and on eggs until I worried as much as he did about them; and who talked to me, with that fire of enthusiasm he so wonderfully possessed, about the injustice of the public's feelings against cold storage.

Those were the days—this was prior to 1911—

(Continued on page 45)



Edited by F. Eugene Spooner

SOME traffic managers shop around for lower storage rates. We say "some"—perhaps they all do it.

It seems that many of them are at their wits' end to keep within budget allowances. As a result, they are constantly on the alert for finding lower distribution and warehousing costs.

In some cases a tenth of a cent is fought for as much as others would haggle over a dollar—just to meet some competitive situation or to make possible a profit on an item whose list has been scaled down.

In other instances, breaking into a new territory with a product which will represent a loss unless it "catches on" will, because of limited traffic department budgets, cause many a headache for all concerned before the right deal has been arranged.

Maybe a general price increase will bring the relief needed to counteract "shopping."

Low-Test Figs o o o

The California Fig Institute is planning the creation of a low-test fig diversion corporation to divert all figs testing below 65 per cent clean. These will be exported or diverted into animal food, distillation, and other channels non-competitive with those sold for human use.

Ice-Cream o o o

Promotion plans for Jell-O's two ice-cream preparations, Ice Cream Powder and the new Ice Cream Mix, call for the strongest newspaper and radio campaigns ever put behind products of this kind, according to the General Foods Sales Co. The campaign started on the Pacific Coast on April 12.

Bread-Making o o o

An American company has acquired the rights to a U. S. patent, originally issued to an Italian in Italy, covering a powdered bread-leavening composition to take the place of cow milk and to be used in association with yeast in making leavened bread. The product is made by kneading a soybean curd with sodium bicarbonate. Any suitable wheat or rice flour may be used and it is said that bread so made costs less than heretofore.

Refrigerated Barges o o o

Refrigerated barges, designed for cheaper transportation of perishables, will be given a test soon by the Inland Waterways Corporation. The first experiment will be with beer. It is expected that near the end of June four units, each carrying 52 barrels of beer, will be in regular operation between St. Louis and Chicago. If this is successful there will be other and more difficult tests.

The refrigerated barge system will eventually be used, it is predicted, for vegetables, fruits, dairy products, meats—all the foods that are perishable, whether they require only cooling or freezing.

It is stated these refrigeration units cost only \$1,200 to build. Each is capable of carrying 5 tons. Hundreds of them could be carried in a single trip, which it is claimed would lower transportation costs materially.

Chairs o o o

An eastern household goods warehouse company is grossing \$10,000 a year renting out wheelchairs, bridge chairs, etc., to local clubs, undertakers, churches, civic organizations, etc.

The firm's net profit is a tidy one because the company is all "set" anyhow in the way of equipment (as trucks) and labor which would otherwise be idle more of the time.

The chairs are *bought at wholesale*; and many of them, even after being used several times, are often *sold at retail*, bringing higher prices than the company paid for them.

And we'll be glad to give any inquirer the warehouse company's name on request.

Packaged Goods o o o

Operating schedules in many plants supplying food retailers were increased in May to the highest level reached in the past five years, this as a result of the steadily rising demand for all types of packaged goods.

Stock Concentration o o o

A manufacturer of powdered skim milk who used 52
(Concluded on page 72)

Business America's Views Are Contrary to New Deal Plans

National Chamber of Commerce Resolutions Suggest a Widening Breach with the White House

By KENT B. STILES

BUSINESS America's belief that the activities of the Federal Government and the intentions of Congress are shadows across its path to economic recovery was unmistakably emphasized in some of the resolutions which the Chamber of Commerce of the United States adopted at its recent annual meeting at Washington. The terms of these memorials indicated clearly a widening breach between White House and industry.

Notably was this made evident through the stand taken by the national Chamber with regard to such problems as employees' wages and hours, taxation, water power, residential construction, social security, and the powers of the Supreme Court. Resolutions reflected American business viewpoints directly contrary to the New Deal planning of the President.

One feature of the Chamber's sessions that is of interest to warehousing was the election of Clem D. Johnston, of Roanoke, Va., as a Chamber director, in which capacity he has become a member of the Chamber's Domestic Distribution Department. Mr. Johnston is a member of the executive committee of the merchandise division of the American Warehousemen's Association and is president of the Roanoke Public Warehouse.

A summary of the Chamber's actions, important to every thoughtful business executive in the collective struggle to bring about a return to national prosperity, is set down as follows:

Fair Competition in Distribution

Declaring economical distribution of the products of industry and agriculture to be "one of the chief problems facing business" and that questions of what are fair prices and what are the most effective methods of distribution are of concern "to all those engaged in production and distribution" and to the buying public, the Chamber set forth in one resolution that "more efficient distribution methods and the elimination of unfair practices will best serve the public interest and will ultimately produce the soundest prosperity for all engaged in business." This memorial continues:

"There is before this meeting a committee report dealing with distribution problems. This report is most timely in directing attention to the complexity of such problems, and to the far-reaching effects of various business practices upon distribution processes. Its constructive suggestions should be helpful to business men and their organizations.

"Further study of these questions will be afforded through appointment of a special committee, as recently authorized by the board of directors, to examine various proposals dealing with price differentials, basing points, and related matters which would affect prices and methods of competition in distribution. We commend this action and urge the cooperation of all Chamber members toward aiding the committee in its inquiry."

Federal Competition

In another resolution the Chamber again went on record stating its opposition "to Government competition with the lawful enterprises of its citizens." Further:

"It wishes to add a reiteration of the Chamber's advocacy of legislation which would require every Federal agency engaging in such competitive activities to keep and to disclose to the public a record of its costs, with allowances for all such items as depreciation, insurance and taxes incurred by private enterprise."

Federal Taxation

The "first step" to bring order into the Government's finances, said a third memorial, "should be reduction of expenditures both by Congress and by the Executive to those amounts which are needed for efficient accomplishment of purposes which are necessary and appropriate for the Federal Government." Continuing:

"There should be an accompanying system of Federal taxation that will have as its purpose the provision of revenues adequate to meet these expenditures through taxes that are equitably distributed and that do not by encroachments threaten the revenues of States and local governments.

"The bill now pending in Congress is not a measure of this kind, and should have no place in the legislation of a period of economic recovery. This bill has been brought forward without consideration of the reductions which should be made in expenditures. There would not be the revenues which have been indicated. The chief features are not designed as means of taxation but are attempts to regulate the management of American corporations at a time when in the interests of recovery and reemployment business enterprise should be free from arbitrary impositions."

Control of Production

Reiterating the Chamber's opposition to imposition

of codes on industry by Administrative or Executive authority, a resolution declared that proposed Federal legislation intended to bring about Government control over hours and wages in enterprises performing work on Government contracts "would involve the imposition of codes in a most objectionable form." Further:

"Governmental determination of hours of work and wage rates in private enterprises engaged in Government contracts necessarily would affect terms of employment throughout industry and would result in un-economic rigidity of business operations, thus producing general public detriment.

"Government contracts should always be awarded to responsible enterprises which can be depended upon to comply at least with the average standards of good practice prevailing in their own industries.

"The Chamber continues to oppose Governmental control of production, whether attempted directly or through such indirect means as legislation prescribing terms of employment to be observed in connection with Government contracts. Federal control of production in private enterprise is indefensible and against the public interest."

The Judiciary

The Chamber in another resolution reaffirmed its position—"a continuing policy through many years"—opposing every proposal tending to deprive the Supreme Court of the United States "of its function to determine the validity of Congressional action; or tending to minimize the power or diminish the jurisdiction of the Federal Courts; or to substitute the legislative will for the discretion of any Federal Court in the discharge of a judicial duty."

Business and Social Security

Holding that "national welfare depends upon ever-rising standards of living and increasing security to the individual" and that these can be secured "only by steadfast adherence to fundamental principles in the conduct of both Government and business," the Chamber took this position:

"The true function of Government is to maintain equality of opportunity for all, to preserve the sanctity of contracts, and to assume these collective activities which society must conduct as a whole. When Government attempts by legislative means or executive fiat to impose upon business rules of conduct pertaining to such matters as wages, hours, conditions and terms of employment, or other restrictive measures interfering with the free play of economic forces, it retards both the material and spiritual progress of the nation.

"Control of business must of necessity be vested in management, but management must assume its full responsibility in respect thereto. This responsibility runs not alone to ownership, but with even greater force to the human element of business enterprise.

"Business would ignore its gravest responsibility if it failed to provide the greatest possible degree of economic security to the individual. The attainment of this end so necessary to the furtherance of American ideals will require not only the maintenance of high wages, but likewise a constructive solution to the complex problem of security to the individual when he or she has outlived their capacity to earn a comfortable living. Here again interference by Government in attempts to reduce the whole complex problem to one of legislative formulae can only postpone the final solution by making it more difficult for business to assume its own obligations in the matter.

"By the same token employees, too, must recognize their own responsibilities and refrain from the arbitrary imposition of any terms and conditions of employment which tend to impair or destroy the inherently mutual interests of both employers and employees."

Reemployment

In a resolution pointing out that the Chamber's directors were providing for appointment of a special committee to survey the possibilities of reemployment by private enterprise, the Chamber urged cooperation by commercial organizations, manufacturers' associations, trade groups and all Government agencies "to the end that the efforts of the special committee may be expedited and made complete."

Agriculture

The Chamber approved as "timely" the collaboration of its own agricultural and foreign commerce department committees "in arriving at joint recommendations of policy which would at once protect our agriculture in the home markets which it has long occupied and permit the continued use of reciprocal trade agreements based upon removal of restrictions which are arbitrary and do not serve a true economic purpose." Further:

"There should be complete investigation of the effects of trade agreements in generalizing concessions to other countries, and steps taken at once to put an end to effects of this kind prejudicial to agriculture or any other field of enterprise."

Foreign Trade

The frequency with which foreign trade factors affect domestic fields of enterprise makes evident "the need of redoubled attention to the problems of foreign trade policy," said another resolution. Moreover:

"Increase and improvement in the facilities for foreign trade are likewise needed. Some of these facilities have already been mentioned by this meeting. In the case of foreign exchange, the great need is for reasonable stabilization, which will permit business transactions to go forward without the hazards of speculation. As promptly as international conditions permit, steps should be taken by our Government with other major nations to bring about such stabilization.

"Rapid communication with foreign countries is another facility upon which foreign trade is often dependent. Between the enterprises providing such services and persons engaging in foreign trade there should be cooperation to the end that these services may be extended and their costs kept at levels that will prevent competitive disadvantage."

International Air Services

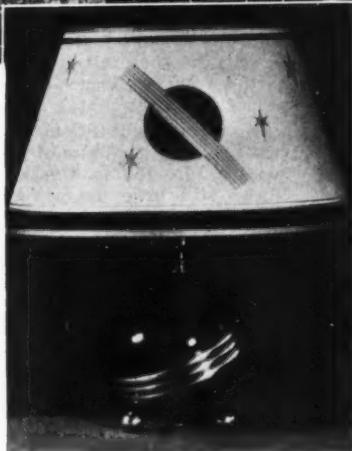
Rapid air transport of letters and documents as well as passengers is "a growing factor in directing the course of international trade," another memorial said, and particularly in the Latin-American field and in the Pacific such air transport "will be of increasing importance to American exporters in their competition with the traders of other nations." Accordingly:

"Business men and the Government should lend full encouragement during the development period of such services."

Water Resources

Only when flood control projects are on major streams and affect a number of States and are "of unquestioned concern to the country as a whole" should primary responsibility rest with the Federal Government, the Chamber declared; otherwise such responsibility should rest with the States acting individually or collectively, with costs shared by Government, States or districts, according to the benefits received. This memorial said further:

"Pollution control—a local problem—should be dealt with by individual States and communities or, where two or more States are concerned, by compacts. States should enact appropriate laws for dealing with pollution
(Concluded on page 33)



Type of merchandise shipped through warehouses by the Superior System, Inc. Above: Premium stamp folder distributed by Superior System for use of retailers' customers in affixing trading stamps.

Superior System, Chicago factory distributors, now using the following public warehouses for spot stocks:

Bond, Chadwell Co.,
Nashville.

Central Warehouse Co.,
Flint, Mich.

Chattanooga Transfer &
Storage Co., Chattanooga.

Douglas Public Service
Corporation, New Orleans.

Ewert & Richter Ex-
press & Storage Co., Dav-
enport, Iowa.

Gillette Motor Trans-
port Co., Inc., Dallas.

Johnson Transfer & Fuel
Company, Bloomington, Ill.

MERCHANTS TRANSFER &
STORAGE CO., DES MOINES,
IOWA.

Mitchell Sales & Stor-
age, Inc., Fort Wayne,
Ind.

Nielsen & Petersen,
Grand Island, Neb.

Patrick Transfer &
Storage Co., Houston.

Public Warehouse Com-
pany, Oklahoma City.

Scobey Fireproof Stor-
age Co., San Antonio.

St. Louis Mart, Inc., St.
Louis.

Tripp Warehouse Com-
pany, Indianapolis.

United States Storage
& Trucking Co., Pitts-
burgh.

Public Warehouses Aiding Factory Distributors

By CARLETON CLEVELAND

THE steady growth—constant expansion and the opening of new sales territories—has brought the Superior System, Inc., Chicago, to the point where this organization can see that the public warehouse forms an important link in the distribution of the products it handles: household utilities.

These items must be carried in stock at each point where the company sets up a sales branch. For this

purpose the public warehouse has been found the most suitable place. At present sixteen public warehouses are being used, as shown in the "box" on this page.

The Superior System presents a business stimulator (based on the trading stamp idea) for the retail grocery and meat market. Trading stamps and folders are supplied to the dealer who purchases the merchan-

(Continued on page 64)

FROM THE LEGAL VIEWPOINT

By
LEO T. PARKER



When Foreign Corporation Transacts Intrastate

IT is well known that many States have enacted laws requiring corporations in other States to obtain licenses, and comply otherwise with such laws, before transacting intrastate business. While it is inconvenient for foreign corporations to comply with these statutes, the Courts will look through any scheme designed especially to avoid compliance with them.

For example, in *Viking Equipment Company v. Central Hotel Company*, Kansas City, Mo., 91 S. W. (2d) 94, it was shown that a Michigan corporation had something to do with an organization of a Missouri corporation which solicited business in Missouri, took contracts, and later assigned them to the Michigan corporation which made the shipments. The installations were made by the Missouri corporation.

The laws of Missouri provide that each foreign corporation shall obtain a license to transact intrastate business, and failure to do so bars the foreign corporation from filing suit against residents and firms in Missouri.

The Missouri corporation made a contract with a company in Missouri and assigned the contract to the Michigan corporation. The Missouri corporation installed the equipment. The Michigan corporation was unable to collect the amount of the contract price and filed suit against the purchaser in Missouri. In holding the Michigan corporation not entitled to file the suit, the Court said:

"It would seem to be perfectly clear that J. B. Wilson and his Missouri corporation... were merely foils for the Michigan corporation, which, without going to the trouble and slight expense of complying with the laws of Missouri relating to foreign corporations, did the business of installing the system without having a license to do so."

In other words, the Court held that the Missouri corporation was organized merely to enable the Michigan corporation illegally to transact intrastate business in Missouri, and therefore the results were the same as though the Michigan corporation had attempted to transact intrastate business in Missouri without complying with the laws of that State.

This law is applicable to all corporations, including those distributing merchandise through warehouses.

Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

State's Regulation of Interstate Transport

GENERALLY speaking, a State may regulate motor trucks engaged exclusively in interstate commerce in the following particulars only: (a) registration and obtaining from the State of a formal certificate or permit to operate in interstate commerce, such certificate being grantable as a matter of right and as of course whenever appropriately sought; (b) payment of prescribed mileage taxes exacted by the State as compensation for use of its highways; (c) appropriate police regulation reasonably adopted to conserve the State's property rights in the highways, as well as to protect the comfort, safety, and convenience of citizens and the traveling public on the highways or pertaining to the speed at which vehicle may

travel, or requiring a statement of routes traveled, schedules followed, and rates charged to be filed with the State commission; (d) to give security for the protection of third parties from negligence due to improper use of the State's highways.

A recent higher Court in the case of *Lowe v. Stoutamire*, Jacksonville, Fla., 166 So. 310, held that States still have the powers outlined, despite the enactment by Congress of the Motor Carrier Act of 1935. This Court held that the Federal Act is dominant over the laws of the State of Florida only in so far as the State and Federal statutes and regulations may be in conflict.

In this case the operator of a motor truck used in interstate traffic was arrested by Florida authorities because he had not complied with Florida laws and had failed to obtain a certificate of convenience and necessity, although he had filed his application. The operator contended he was not within jurisdiction of Florida laws because he was transporting freight exclusively interstate.

The Court held the operator bound to comply with the portions of the Florida laws not in conflict with provisions of the Federal Act.

• • •

Unlawful Transportation of Freight

VARIOUS Courts have held that when an agreement has no legal considerations to support it, it cannot be made the basis of such. Moreover, no principle of law is better settled than that a party to an illegal contract cannot come into a Court and ask to have his illegal objects carried out.

In *Rainer v. Western Company*, Springfield, Mo., 91 S. W. (2d) 202, it was shown that the owner of a truck had no permit from the Public Service Commission of Missouri to operate the truck as a common carrier. While transporting cream the shipment was damaged.

It is interesting to know that the higher Court held that neither the truck owner nor the owner of the cream could maintain a suit, saying:

"In our opinion, the law leaves the owner of the cream and the owner of the truck in exactly the same position before the law. They entered into the contract, and the law can neither recognize the claim of the owner of the truck for the carriage charges nor the claim for damages by the owner of the cream for the failure to lawfully transport the same."

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Damages—Punitive or Exemplary

ANY person who wilfully effects an injury to another may not only be held liable for actual damages, but he may be required to pay punitive or exemplary damages as a special punishment or penalty. However, this rule of the law is not applicable to warehousemen.

In *Tulsa Ball Transfer Company v. Whittaker*, Tulsa, 54 Pac. (2d) 626, it was shown that a warehouseman accepted goods for storage. The owner alleged the warehouseman put them in an old warehouse and that the goods were damaged by water while in storage. The owner sued the warehouseman for \$25 actual damage, and she then sought to recover in addition to that \$25 the sum of \$175 for punitive or exemplary damages.

The Court refused to allow more than \$25 damages because the owner introduced no testimony proving the warehouseman had been unusually careless. This Court said:

"Plaintiff [owner of goods] offered no evidence to support punitive damages, and was clearly limited by her pleading to the sum of \$25 actual damages."

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An Executor Has Limited Power

AN executor of an estate is not entitled to the same consideration by a warehouseman as the owner of stored merchandise. And wrongful or unauthorized delivery of stored merchandise to an executor may render the warehouseman liable.

In *Fite v. Brevoort*, Fort Worth, 90 S. W. (2d) 913, it was disclosed that an executor of an estate, and another person, jointly issued a receipt on a bailment contract which related to storage of valuables. The receipt provided that both the executor and the

other party must affix their signatures before having access to the stored valuables. The bailee, or storer, permitted the executor to sign and obtain the valuables without compelling both parties to sign. At the time the bailee permitted the executor to obtain possession of the valuables, he believed that under all circumstances an executor has legal authority to control, possess, and dispose of property belonging to the estate of which he is the executor.

This Court held the bailee liable and explained that when an executor makes a bailment contract for storage of goods or valuables with a bailee, as a warehouseman, the bailee cannot treat such executor as owner of the valuables but only as a trustee of the estate.

houseman should discover and remove an existing dangerous condition, varies with the nature and size of the business, the character, location, and origin of the substance complained of, the method used, if any, to guard against such danger, the frequency of travel over the place of the injury, and other circumstances.

In *Faltinli v. Great Company*, Providence, R. I., 182 Atl. 605, an employee was injured when he stepped on pieces of vegetables on the floor. He sued the warehouseman for damages.

The Court held the warehouseman liable because the vegetables had been permitted to remain on the floor two hours.

• • •

Who Is Legal Employee?

IT is well known that a warehouseman is not liable in damages for negligence of a person who contracts to perform work for the warehouseman at a stated price and without being controlled by the warehouseman, as to the method of doing the work. However, a warehouseman is responsible for all acts of his legal employee.

In *Donahue v. Adams Transfer & Storage Co.*, Kansas City, Mo., 88 S. W. (2d) 432, it was shown that a warehouseman authorized a person named Donahue to purchase a truck on which the warehouseman's name was printed. The warehouseman required Donahue to keep the truck in repair so that he could respond to calls at any time, day or night; gave travel orders; and directed he transport a cargo on each return trip if one could be found. Also the warehouseman caused Donahue to cancel an insurance policy which he had obtained and to buy another policy from an agency designated by the warehouseman.

The Court held that Donahue was a legal employee of the warehouseman.

• • •

Limiting the Liability for Damage of Goods

LEGAL EDITOR, *Distribution and Warehousing*: We accepted for storage some wine, which became cloudy because during the winter the warehouse was not kept sufficiently warm, as there was no way of heating it. We covered the wine with straw and it was generally known we had no way of heating the warehouse. Also we issued a receipt, of our own form, limiting our liability to causes within our control. We were operating under the NRA Code. Before the goods arrived

they were subjected to a temperature of almost zero, but it seems that some of the merchandise was taken from our warehouse a couple of days after its arrival, and as no complaints were made of its quality we assume that it was not damaged at that time.—*Smedley Company*.

Answer: Section 3(b) of the Uniform Warehouse Receipts Act provides that a warehouseman may limit his liability in a warehouse receipt, if the limitation does not in any manner reduce the ordinary degree of care that warehousemen are required to exercise. If the warehouseman does any act which is legal conversion, a limitation clause is not valid. (See 37 Ariz. 232; 47 Pac. [2d] 134; 139 Ill. App. 652; 219 N.Y. 420.) But in 74 Cal. App. 87, a limitation clause was held valid limiting the warehouseman's liability to \$25 per package, where the value was not disclosed, and in this case the warehouseman was liable for conversion by making delivery to the owner's wife.

However, as your limitation clause does not contain any reference to cold weather damage, nor to the fact that the warehouse is not heated, it does not appear to be an important element, except that it is intended to limit your liability to causes within your control. Notwithstanding this clause, you are expected to use an ordinary degree of care.

Cases of this nature always must be decided by a jury, after listening to all testimony. See *Quaker Warehouse*, 180 Pa. 323. Also see late case of *General Cold Storage*, 183 Atl. 71, in which the Court held that a warehouseman is expected to depend on a jury to hold him liable if the damage resulted from improper storage and inattention or from failure to maintain the proper temperature. Also see leading case of *Nix*, 149 Va. 131, in which the Court stated that the owner of goods has a right to expect that a warehouseman shall exercise that degree of care and temperature necessary to prevent undue damage to stored goods.

For other late cases, some of which are in your favor and which may be used to advantage by your lawyer, see 253 N.W. 228; 182 N.E. 341; 181 N.E. 385; 177 N.E. 364; 178 N.E. 859; 234 N.W. 513. In 178 N.E. 859, the Court held that the same relation between warehouseman and owner of stored goods existed, although the warehouse is bonded.

In a case like this it is important that your lawyer introduce testimony intended to convince a jury that the damage did not result from your negligence. If it can be shown that the owner of the wine

knew that the warehouse was not and could not be heated, that is in your favor. Also, can the owner prove the wine was in damaged condition the date he received it from your warehouse? If not, the jury may assume that the damage resulted after the owner took delivery. Another important point is: did the owner have information, when he placed the wine in storage, that the kind of heat available was not permitted to be used by customs regulations? No doubt this testimony would be in your favor.

Some courts have taken the view that a warehouseman should not accept goods for storage unless the warehouse, temperature, etc., are such that the goods may be stored with safety; but knowledge, on the part of the owner, as to risky situation, always tends to convince a jury that the warehouseman used ordinary care and therefore is not liable.

The fact that your receipt contained a clause that you are not liable for damage resulting from causes beyond your control is a good point, if you permitted to have it admitted, because there is a question whether, under the circumstances, the damage resulted from causes within your control. In fact, in view of the customs regulations, there was nothing you could do to provide heat: the principal question, therefore, is whether under the circumstances you should have accepted the wine for storage.

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Distinction Between Sale and Mortgage

LEgal EDITOR, *Distribution and Warehousing*: Please explain the legal difference between a sale and a chattel mortgage. How can I definitely know when a transaction or sale changes ownership to goods?—*Warehouse Company*.

Answer: In one case (141 Atl. 880) the Court explained as follows:

"The distinction between a sale and a mortgage is that the former is a transfer of the *absolute* title for a price; whereas a mortgage is a conveyance of property as *security* for the payment of a debt or the performance of some other obligation, subject to the condition that the title shall revert to the person giving the mortgage."

In determining whether a transaction is a sale or a mortgage the *intention of the parties* always is considered by the Court. If the transaction is one where security for a debt or other obligation is given, it will be held to be a mortgage; *otherwise a sale*.

Among the facts to be considered in ascertaining are whether there is a great difference between the value of the property and the price, and whether there is a provision for redemption or an agreement for a reconveyance of the property.

Some Courts have held that if the transfer is intended merely to *secure* an existing indebtedness, it is a mortgage; but if the debt is extinguished, or if the money advanced is not a loan, and the grantor has the privilege of refunding the money if he chooses, thereby entitling himself to recover possession of the property, the transaction is a *conditional sale*.

The fact that there is an agreement to resell the property to the seller at a fixed price or that he has an option to repurchase it does not, of itself, establish that the transaction is a mortgage, especially where there is no debt secured and no obligation to repay.

A lien is in effect a mortgage which is not recorded so long as the property remains in the control of the person holding the lien.

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Selling Goods for Charges

LEgal EDITOR, *Distribution and Warehousing*: We had a woman bring into our warehouse some furniture. She signed our contract and we gave her a receipt. Another woman says she wants a set of the furniture because it belongs to her for the reason that she sold the set to the woman who stored the furniture and the latter never paid for it.

Can we sell the furniture, as no charges have been paid, or shall we give the set to the woman who claims it?

Answer: You have the same right to sell the furniture, although the customer never paid for it, as you would have had the set been paid for. This is true because when a sale is made the purchaser takes absolute title, unless he gives a mortgage to secure the payment. This law is applicable although the purchaser did not pay for the set. However, the situation would be different if the purchaser had given a mortgage which the seller had properly recorded.

As you did not know there was any money due on the set, and as no mortgage or conditional contract of sale was recorded, the owner cannot take the set without paying the storage charges, and the woman who did not receive pay for the set has no right to take it from you. Her legal recourse is to sue and recover from the purchaser, your customer.



Current Expansions Among Industries as Reflected by Sales and Advertising Campaigns

BEAR CREEK COOPERATIVE WINERY and Elk Grove Winery, both in California, will soon introduce their beverages in cans.

Elk Grove is constructing an annex to house canning equipment, and a million gallons of its wine will be made available in this way if the new containers become popular. Twelve and 24-ounce cans will be used.

Reproduction of the true fruit flavor has been achieved in a new imitation orange oil produced by Fritzsche Bros., Inc., New York.

Nutty Brown Mills, Houston, has introduced canned bread. This is another starch-restricted product, made in part of cottonseed flour.

Griffin's Tea and Coffee Co., Inc., 502 Park Avenue Building, Detroit, has been organized to sell a line of 126 tea and coffee items, establishing distributors in cities throughout Michigan, Ohio and Indiana.

Wissell Soap & Chemical Co., 1726 Andina Avenue, Cincinnati, has been organized to manufacture soap.

Excel Soal Company, 6325 Maxwell Avenue, Detroit, will manufacture soap for cleaning painted walls, wood-work, window shades, and rugs.

Bonner Manufacturing Co., 1221 Beech Street, Detroit, will manufacture chemical and machine products, including an odorless insecticide, "Extermo"; and a deodorant for household uses, called "Odor-Go."

Hood-Lax Corp., New York City, manufacturer of Hood-Lax, vegetable bulk laxative, is introducing "Cal-Par," a product consisting of a highly concentrated calcium and purified wheat embryo which is intended for use in supplying deficiencies in calcium caused by an improper diet.

H. C. Baxter & Bro., Brunswick, Me., has contracted with Frosted Foods Sales Corp., New York City, to prepare and quick freeze peas and corn.

Enoch Morgan's Sons Co., New York City, manufac-

turer of Sapolio, cleanser, is now putting its "Spotless Town" idea into a radio program in which will be mentioned the chain stores which carry its powder in stock.

American Spice Trade Association, New York City, is conducting a drive to increase the use of spices and has enlisted the aid of twenty leading food manufacturers.

A new juice for cocktails, under the trade name "Gold-N-Sun," is to be manufactured and packed by a Florida canning concern under arrangements made by James E. Bryan of Ridgways, Inc., New York City. The new line will also include unsweetened and sweetened juices, and grapefruit and orange segments for salads, packed in No. 2 cans.

Rice hull ash, formerly a waste product of rice mills, is now finding extensive use for insulation purposes, in sweeping compounds, and as a base for soap. For years rice hulls have been dumped into piles near the mills and burned. Now it has been discovered that the ash has certain profitable uses and is being merchandised under contract for the Rice Growers Association of California by the Rice Hull Ash Co., Sacramento. The ash is a granular silica refractory insulator, with low thermal conductivity and possessing sound deadening qualities. It is said to be fireproof, decay proof and odorless.

W. Helfensteller & Associates, Inc., St. Louis, is now national distributor of "Luster-Var," a floor wax manufactured by the Continental Car-Na-Var Corp., Brazil, Ind. The firm also has been appointed district representative for the cereal and semolina products of Skinner Manufacturing Co., Omaha.

In connection with a forthcoming newspaper advertising on Norwegian sardines, five men will be sent out by the advertising agency to visit Norwegian consuls and to study important trade and merchandising factors and the newspapers to be used in the advertising in each of the key cities to be covered.

Gorton-Pew Fisheries will soon start what is claimed to be the largest newspaper campaign ever undertaken
(Concluded on page 76)

A Warehouse Service for by President of Grocery

Here's an opportunity for merchandise storage operator to go broke quickly

• • •

What's This All About?

Not much—except that Paul S. Willis, president of the Associated Grocery Manufacturers of America, has suggested that warehousemen meet the railroad free store-door delivery competition by themselves giving shippers just such free service.

And will the warehousemen do this?

If they do—Wilson V. Little of the A.W.A. here points out—they might as well fold up in the first instance by not handling shippers' accounts at all.

The rail carriers, Mr. Little comments, have an advantage not possessed by warehousemen—namely, a Reconstruction Finance Corporation to fall back on for loans.

• • •

M ERCHANDISE warehousing's rates and charges to national distributors "are so low that they cannot possibly absorb the costs of a free store-door delivery service" such as the railroads are offering, and—

"If a warehouseman is really dependent upon the business that he does for out-of-town manufacturers and is faced with losing their business because he cannot afford to give this free store-door delivery, he will prefer to go broke by losing their business in the first instance rather than go broke in performing for them this delivery service at no cost to them."

Such is the stand taken by the merchandise division of the American Warehousemen's Association in response to a suggestion received from the Associated Grocery Manufacturers of America that warehousemen afford shippers free store-door delivery in order to compete with such free service inaugurated by the rail carriers.

"That," comments Wilson V. Little, the merchandise division's executive secretary, in the current *Bulletin* of the division, "is like asking a warehouseman to maintain a local cartage department without any income to support it except from his warehousing charges. It is almost like asking a local cartage company to exist for the purpose of providing cartage service at no charge."

"Such a concept is an absurdity, of course; but are rates for the warehousing services so remunerative that out of them a free store-door delivery service can be provided at no cost to our customers?"

The suggestion that warehousemen furnish shippers free store-door delivery service emanated from Paul S. Willis, president of the Associated Grocery Manufacturers of America. Mr. Willis wrote Mr. Little saying that "a serious problem for your warehouses" was how they were going to meet this new form of rail competition. Mr. Willis said:

So What?

"For instance: shipments moving direct from manufacturer via railroad to customer and the latter will get store-door delivery. Taking the goods out of public warehouses, the customer will have to pick up the goods at the warehouses. Already these customers are insisting that they will insist on deliveries from the warehouses, the same as they get from the railroads. What are your warehouses going to do about it?

"The carrying of stocks in warehouses is determined on the basis of economy and better service. The new

or Nothing Is Suggested

by Manufacturers' Group!

service of free pick-up and delivery by the railroads materially affects distribution costs and the manufacturers may no longer find it economical to store in public warehouses, unless the latter will inaugurate also a delivery service."

We commend to sales and traffic managers a careful reading of the thoughtful reply by Mr. Little. The association executive wrote to Mr. Willis:

"As you say, 'The carrying of stocks in warehouses is determined on the basis of economy and better service,' I gather, however, that your thought is that warehousemen would be giving 'better service' if they would furnish free store-door delivery for those of their customers that want it.

"That would not really be giving 'better' service—because warehousemen have furnished local cartage as an integral part of their service ever since they have been in business—only they have had to make a charge for it. The question that we are discussing, therefore, relates not so much to 'better service' but to the first reason that you give for the use of warehouses, 'economy.'

Close Figuring

"Warehousemen like to think that the many things that they do for manufacturers in making marketing and distribution problems less burdensome are a major reason for the latter's use of public warehouses. Warehousemen cannot conceive that the competition that you speak of as coming from rail store-door delivery, or that their willingness or unwillingness to meet that competition, is going to be a determining influence in whether AGMA members, for example, will discontinue using merchandise warehouses in their marketing procedure. In some localities certain of your folks will do some pretty close figuring and put up with inconveniences of other distributing agencies, but warehousemen think that their comprehensively useful service will continue to be welcomed by most of your members in most of their markets, even though the latter yield to this pressure from some distributors for store-door delivery from locally warehoused stocks. As I said in the beginning, this has been the experience generally with manufacturers who have for years been making store-door delivery.

"Besides, even with the mess that the freight rate structures of rail, motor, and water carriers are getting into, there still remains for many manufacturers an appreciable spread between carload and less-carload rates that will pay their warehousing costs and leave them something that will take care of store-door delivery costs if they are disposed to yield to this pressure from the distributors.

"I do not intend to minimize the significance of this situation that we are talking about. Since some of your members are raising the question, without doubt they will bring it up with their warehousemen. Personally, and I do not think that I am alone in this, I believe that the warehousing rates and charges of

warehousemen are so low that they cannot possibly absorb the costs of a free store-door delivery service. I doubt if your members pay over an average of ten or twelve cents a given hundred pounds for the storage, handling, and other services performed for them within the warehouse. You can readily see that with this ten or twelve cents a hundred pounds to work with, the warehouseman is scarcely in a position to perform out of that income an additional service that would entail an added out-of-pocket cost to him of six to ten cents a hundred pounds, conservatively speaking, for products such as your people handle.

"The railroads are giving store-door delivery to meet motor-carrier competition—to hold what less carload traffic they have and to recapture much of what they have lost to the trucks. They are willing and can afford to take tremendous losses in the effort. The volume of business that they recapture may absorb these losses. If not, they have large capital structures or the Reconstruction Finance Corporation to fall back on, and many of them can sink deeper in the morass of receivership.

"The motor carriers who are responsible for this store-door delivery business and for the low and possibly non-compensatory freight rates existing today, do not yet constitute the dependable transportation system that the country hopes and expects they will be some time. Individuals and companies have come and gone in the motor carrier business, leaving behind them anything but a healthy influence on freight rate structures, not to mention many unfortunate experiences on the part of manufacturers who wanted to save some money by using them.

"Warehousemen do not have the capital structures nor the volume of business that the railroads have, nor do they have a Reconstruction Finance Corporation to fall back on for loans. As a rule, warehousemen have some knowledge of their costs and they undertake to be responsible and otherwise dependable. That is their whole stock in trade. That is why they do not care to emulate these defunct motor carriers that went out after business at non-compensatory rates, and the more business they got the more money they lost—and folded up.

Pennies

"As I see the picture, therefore, if as you suggest 'manufacturers may no longer find it economical to store in public warehouses unless the latter will inaugurate also a delivery service'; if the 'better service' reason for using warehouses succumbs to the mere desire to save pennies, then I am afraid that most warehousemen to whom the proposition is presented will choose to let the manufacturer ship less-carload from factory to distributor or let him use some other way for giving store-door delivery to the distributor.

"Of course, warehousemen ordinarily have consider-

(Concluded on page 32)

Eight Classes of Public Bonded Warehouses

1. Public store warehouses, operated by the Government.
2. Importers' private warehouses under bond.
3. Public warehouses under bond.
4. Bonded yards or sheds for heavy and bulky merchandise.
5. Bonded elevators for grain.
6. Warehouses for manufacture of goods under bond, the goods to be re-exported.
7. Warehouses bonded for smelting or refining imported goods.
8. Manipulation warehouses of the "free port" variety.



By H. A. HARING

Contributing Editor

PRESIDENT SCOTT of Northwestern University is fond of saying:

"A sign-post is not necessary in a single-street village. But in the city, where twenty cross streets occur in every mile of the main highway, signs are needed on every corner and even these must be supplemented by courteous policemen. There are so many possible turns which the stranger may take that he is coming to depend more and more on sign-posts for his directions. He is unwilling to think for himself where others will do it for him more satisfactorily."

These sign-posted helps are not required by the local resident, who knows the turns and tricks as well as he does the floor of his bedroom in the dark. Yet even this man, so confident at home, is lost in bewilderment when he chances into a strange city.

Much the same is it with the handling of imported goods, including the problems of warehousing them. An importer will be thoroughly familiar with local rates and commissions for his own port but he will be "a lost child" when he happens to have goods at another. He is entirely at the mercy of a customs house broker or a freight forwarder, a steamship company or a railroad. The Government has established bonded

Warehousing

*"Take a half-day and visit the Appraisers stores of some port
Forever afterwards you will think of Appraisers as friendly policemen whose help kept you on the road straight ahead—no matter how many crossroads and sign-posts interrupt your vision."*

warehousing points at 74 ports (many of them covering several "cities") and yet in another 72 ports no bonded warehouse exists and goods must be stored on the premises of the Customs House itself.

With the rapid increase in stop-over privileges for imported merchandise, those who own the goods find it convenient to store at places hitherto unknown to them. The railroads, under the through ocean-and-inland rates as well as the combination of coastwise steamer and rail haul at one end of the shipment, are making it possible to hold goods for twelve months in storage without payment of import duty. Indeed, by lawful extensions of the time, the twelve months may run to two or three years.

Pending payment of the duty, such goods may be stored only in customs bonded warehouses—a bond and a Government storekeeper (at the cost of the warehouse of course) and a supervised system of records being provided by the warehouseman as protection to the Government for its levy. These customs bonded warehouses are, by the Government, grouped into eight "Classes." These are:

1. Public store warehouses, operated by the Government.
2. Importers' private warehouses under bond.
3. Public warehouses under bond.
4. Bonded yards or sheds for heavy and bulky merchandise.
5. Bonded elevators for grain.
6. Warehouses for manufacture of goods under bond, the goods to be re-exported.

of Imported Goods . . .

7. Warehouses bonded for smelting or refining imported goods.

8. Manipulation warehouses of the "free port" type.

The ordinary public warehouse, for customs bond, falls within Class 3. Bonded warehouses, Class 3, are established at the following ports (although it will be remembered that often a "port" includes more than one "city"):

Albany, N. Y.	Houston	Petersburg, Va.
Baltimore	Jacksonville	Philadelphia
Birmingham	Kansas City, Mo.	Pittsburgh
Boston	Key West	Plattsburg, N. Y.
Bridgeport, Conn.	Laredo	Portland, Me.
Brownsville, Tex.	Lawrence, Mass.	Portland, Ore.
Brunswick, Ga.	Los Angeles	Providence
Buffalo	Louisville	Richmond, Va.
Chicago	Miami	St. Louis
Cincinnati	Milwaukee	St. Paul
Cleveland	Minneapolis	Salt Lake City
Columbus, Ohio	Newark, N. J.	San Antonio
Dayton	New Bedford, Mass.	San Diego
Denver	New Haven, Conn.	San Francisco
Des Moines	New Orleans	Savannah
Detroit	Newport News, Va.	Seattle
Douglas, Ariz.	New York City	South Manchester,
Duluth	Niagara Falls	Conn.
East Toledo, Ohio	Nogales, Ariz.	Springfield, Mass.
El Paso	Norfolk, Va.	Superior, Wis.
Erie, Pa.	Ogden, Utah	Tacoma
Fernandina, Fla.	Ogdensburg, N. Y.	Tampa
Galveston	Omaha	Toledo
Gloucester, Mass.	Oswego, N. Y.	Utica, N. Y.
Honolulu	Perth Amboy, N. J.	Worcester, Mass.

Today's Conditions

As with all warehousing, capacity at the present exceeds demand for bonded space. Just one year ago a committee of the American Warehousemen's Association, in a special presentation to the Bureau of Customs of the Treasury Department, used the ports of San Francisco and Chicago as illustrations of today's conditions. The Bureau was told:

"In San Francisco, eight warehousing companies, operating twelve warehouses, one of which is in Oakland and the remainder in San Francisco, report customs bonded space (gross) of 183,261 square feet; 48,421 square feet are deductible for aisles, etc., leaving a net available space for customs storage purposes of 134,840 square feet; of this net available space only 66,515 square feet were occupied on June 1, 1935, leaving a vacancy of available space of 68,325 square feet, or something over 50 per cent. Seven of these warehouses each pays \$2,000 per year for the steady employment of a storekeeper, while five employ storekeeper services on the hourly basis at a total annual storekeeper expense of approximately \$2,000.

"In addition to these warehouses operated for general or bonded store, there are approximately twenty private bonded warehouses in that immediate vicinity, usually consisting of a portion of importers' premises, and operated by use of part-time storekeepers. In addition to these public and private bonded warehouses, there is bonded space on various docks on both sides of the Bay, used as Class 3 warehouse space.

"In Chicago during the past two years, it appears that the number of Class 3 bonded warehouses has increased from five to about twenty-two. Most of

these new facilities are bonded portions of buildings for the purpose of serving a few importers, obviously in anticipation of the development of a new department in a given business. The warehousemen in this locality advise that the result appears to be a break-down in price levels, in an effort to secure sufficient business to meet the added expense of the operation, and another result is simply to decrease the average occupancy of the bonded space of the operators who have continuously made bonded facilities available."

The year's cost of bonding a warehouse is approximately \$2,500 where the Government storekeeper gives full time to the job—salary, plus fees and some incidentals. Often this sum alone exceeds the additional revenue from the space. Recently in Jersey City, on the waterfront, four warehouses dispensed with bonded space for cold storage goods at a total saving of \$10,000 a year, it being possible for each of them to transfer the goods to other owned or controlled warehouses elsewhere in the "port."

In other cities there is evident a tendency of Class 2 bonded warehouses to cancel their permits and to remove their goods to public storages. Class 2—private bonded space for storing the owner's goods—was found in Chicago for spaces as low as 200 or 300 square feet. Such a space will accommodate less than one carload of merchandise (a carload requiring 306 square feet at standard piling). The cost was out of all relation to the value.

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Government Authorities Quote "D and W"

TWO articles which appeared in the April issue of *Distribution and Warehousing* were digested by the Marketing Service Section of the Marketing Research Division of the United States Department of Commerce and the digests were distributed to chambers of commerce, trade associations, libraries, universities and similar organizations. The purpose of this Government service, as explained by R. I. Whyte, Washington, of the Marketing Service Section, "is to give business men and students a convenient reference to authentic material on the various problems confronting them."

The April articles which were digested are H. A. Haring's "How Bulk Tonnage Can Be Had for Your Warehouse" and Carleton Cleveland's "Fitting the Warehouse Economically into the Shipper's Pool Car System."

A digest of Mr. Haring's "The Shifting Map of Markets," in the March number of *Distribution and Warehousing*, was recently published in the department of Commerce's *Commerce Reports*.

MOTOR TRANSPORT

You are driving serenely along the road at 40 miles per hour . . . a safe speed under normal conditions.

Suddenly



Your sense of sight flashes a warning to your brain of danger ahead . . . Your mental faculties instruct your right foot to release the gas accelerator and you make a stab at the brake pedal. It's a tight jam. Will the truck stop in time? Forty miles an hour . . . 59 feet per second!

WAS there an accident? It all depends on how close you were to the hazard and the alertness with which you recognized the danger.

Knowledge of the average distance your truck will travel before you can bring it to a stop is one of the most important factors in driving.

The inability of drivers to stop their vehicles after seeing a hazard was certainly a contributing cause in the



many deaths and injuries caused by vehicles in 1935.

In the foregoing example it is assumed the driver realized the danger the moment it reared its head. But by the time he had placed his foot on the brake, $\frac{3}{4}$ of a second had

The driver operating this vehicle has before him a constant reminder of pending danger. The chart tells him that under an emergency he can stop only in 140 ft., the danger zone

elapsed. In that time he had traveled 44 feet!

This factor, known as "thinking distance" or "reaction time" by the United States Bureau of Standards, is the distance covered from

(Concluded on page 39)

Reportable Accidents Greatly Reduced by Eliminating Drivers' Sleepiness Hazard

IT is my belief that better than 25% of all accidents, 100% of which are avoidable, are the result of drowsiness of the drivers. To overcome this sleepiness, since they must not delay, many of them consume great quantities of coffee and cigarettes. Occasionally a driver will, when he cannot conquer his sleepiness, pull over to the side of the road and allow himself a brief rest until he feels wide awake again. This he repeats until his trip is completed. There is great danger in this procedure, however, because a slight doze indulged in before the enforced stop, might happen on a curve or at the approach of an underpass which has a concrete center post. As in a recent tragic case near Dallas, the few seconds of

By E. D. BALCOM

President, Dallas Transfer and Terminal Warehouse Co., Vice-president, Houston North Texas Motor Freight Lines, and part owner Lone Star Package Car Company

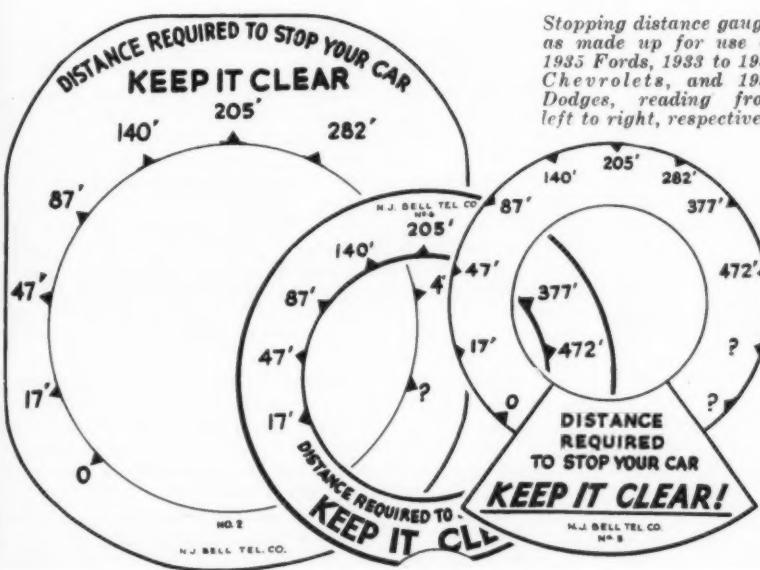
sleep may result in death to the driver. Statistics show that the tired driver accidents usually cause a terrific loss of life and heavy property damage.

So long as we have an efficient and considerate safety program our drivers will never be guilty of the charge "Asleep at the wheel." We have had only one reportable accident on our lines in the last twelve months and we have absolutely eliminated the hazard of fatigue.

The fact that truck drivers put in more hours at the wheel per year than the private passenger car driver and that they do much of their driving at night, makes it imperative that these men be in perfect physical condition at all times. To insure good health among our drivers we invoke two important rules: home life of the drivers must be reasonably happy and they must get a minimum of eight hours rest after each run. To insure the rest we maintain boarding houses at terminal cities and demand that the men register in and out of these places. Reports issued to us by the proprietors furnish an accurate record of each man's rest period. If any man has an accident we check up on his rest reports first.

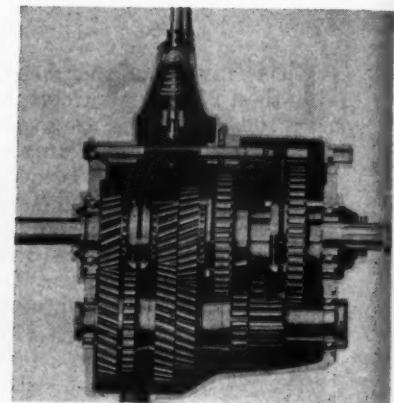
Unfortunately many truck drivers, especially the independent operators, not only subject themselves to grueling long hours at the wheel but also load and unload their trucks, a fatiguing task in itself. We never let drivers on long runs assist with loading or unloading of their trailers, except in the case of local service runs involving pick-up and delivery service. For long trips the drivers climb into their cabs fresh from eight hours of rest. Their trucks have been carefully inspected and all mechanical features accurately checked, signified by a clearance tag given the driver.

No long run is over 300
(Concluded on page 40)





Left—Reo Model 3H5 3 to 5-ton heavy-duty truck has gross rating of 17,500 lb. Below—(top down) Model 2D4M Metropolitan or forward control chassis with Reo cab is being shown for the first time. Smart styling features Model 1B4, 1½ to 2½-ton truck. Five-speed overdrive transmission with direct drive on fourth speed has silent helical gears in third and fifth speeds



Reo Unveils 1936 Streamline Models

FOLLOWING the announcement of the Reo line of streamlined trucks for 1936, in the March, 1936, issue of *Distribution and Warehousing*, the Reo Motor Car Co. has released photographs of certain interesting mechanical details, including also views of the Metropolitan or forward control chassis.

Prominent in this group of illustrations is a view of the 1½-2½ ton Model 1B4 rated 11,500 lbs. gross. This illustration gives an excellent idea of the general form of streamlined appearance which is a feature of the 1936 line.

The styling of heavy duty models is illustrated in the view of the Model 3H5 which is rated 17,500 lbs. gross weight; Model 4H5 is similar in appearance. A view of the 3H5 chassis, also similar to the 4H5, is shown in this group.

The view of the Model 2D4M Metropolitan or forward control chassis with Reo cab is shown herewith. It is mounted on a 166-in. wheelbase chassis and has a weight distribution of 35 per cent front and 65 per cent rear. The engine compartment cowling, illustrated, consists of three sections—two sides and top—to provide adequate heat insulation for the cab. Each section is made up of a sandwich of two sheets of metal with a heavy layer of asbestos in between. On the exhaust manifold side, on the right hand, there is an extra airspace

Model 2D4M shown for first time: Two-speed Axle and Double Reduction Differential Unit are optional on new Heavy Duty Trucks.

insulation formed by another sheet of metal on the inside of the side wall.

Three special heavy-duty mechanical units are offered as options on the new line. First of these is the five-speed transmission, now available on the 2 to 4-ton model, featuring gear ratios from a low of 6.06 to 1 to an overdrive of 0.799 to 1. It provides a hard pulling unit in fourth and a lighter pulling but faster job on overdrive.

Two forms of heavy-duty axle drive are available as options. The two-speed axle, available on all models, has a reduction of 5.8 for high speed driving at lower and more economical engine speeds. For heavy pull and lower road speeds, the low reduction of 8.7 to 1 is used. An illustration of the Reo two-speed axle appeared on page 36 of the March issue of *Distribution and Warehousing*.

For the heavy-duty 3H5R and 4H5 series, Reo provides as an option the double reduction differential unit with a low ratio of 8.5 to 1, giving ample power utilization at road speeds around 35 miles per hour. Combined with the five-speed transmission, this axle provides for much higher road speeds under favorable operating conditions.

Both the two-speed axle and the double-reduction differential unit bolt on to the standard axle housing so that the only change in chassis layout is the use of a shorter driveshaft.



Good equipment is known by the company it keeps. These members of your industry who have bought Herman trailers and bodies can tell you that they offer advantages not found in other equipment—*Light weight—Smart style and ease of handling.*

The exceptional light weight of these units enables you to use lighter tractor equipment with safety and dependable operation. Herman trailers and bodies are designed exclusively for your work with a full knowledge of the problems involved and sold under a guarantee of complete satisfaction to the purchaser.

Write for full information today

THE HERMAN BODY COMPANY

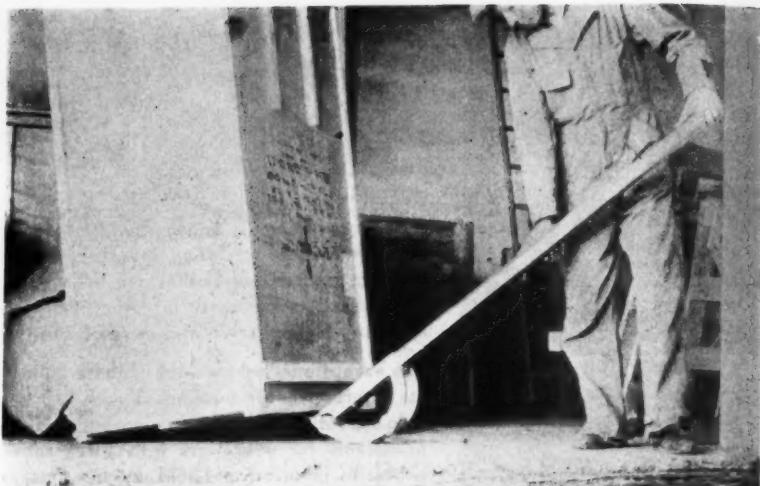
St. Louis

Missouri



New Type Lift Dolly

Handling of heavy refrigerator cases, etc., as well as packing boxes, is made easy by this wood handled lift dolly used in warehouses of the Chambers Transfer & Storage Co., Phoenix, Arizona. Two semi-circular steel bars, bolted to the end of the wood handle, carry four metal rollers, one or more of which takes the load as pressure is applied on the handle, after a tapered metal snout is shoved under the object to be moved. Used in conjunction with other types of rollers the heaviest loads are easily maneuvered through narrow openings. The dolly was invented and patented by Mr. Chambers and a partner.



Above two views were taken in 1912 in front of the Borden Milk Co. plant at Steinway & Pierce Aves., Long Island City, N.Y. These tractors made daily trips to New Jersey railway depots, carrying 5 tons of can condensed milk and bottle milk.



Note that the Knox tractor has a star in front of the radiator. This was used as a guide for steering. The engine was cranked on the side and had overhead valves and chain drive. The trailers were formerly driven with four horses.

Studebaker Sells 85 "Cab Ahead" Trucks to Keeshin Motor Express Co.

Delivery of 85 new Studebaker "cab-forward" trucks to the Keeshin Motor Express Co., Inc., Chicago, has been announced. The sale was one of the largest single orders for "cab-forward" models received by the truck division of Studebaker this year.

The Keeshin sale consisted of twenty-five 1½-ton trucks to be equipped with straight van bodies and sixty 2-3 ton tractor trailer units. The 60 tractor units are equipped with deluxe cabs, safety glass all around, heavy duty generators



with 19-plate batteries, extra windshield cleaners, dome lights and sun visors, right hand outside door locks, chrome headlamps, windshield frames and radiator grills, wet type air cleaners, BK booster brake systems, 8.25x20 ten-ply tires all around and many other items of deluxe equipment.

"The 'cab-forward' Studebakers are making great forward strides in the truck industry," said R. G. Hudson, truck division manager of Studebaker, in his discussion of the Keeshin sale. That one of America's largest truckers, probably the largest, has not only placed a stamp of approval on these models, but has ordered 85 of them is a matter of great satisfaction to us."

EVERY WAREHOUSE OWNER KNOWS

VALUE

goes deeper than price

IT IS A COMMON ERROR TO CONFUSE THE WORDS "PRICE" AND "VALUE." ACTUALLY, "VALUE" IS WHAT YOU GET FOR THE PRICE YOU PAY.

Ford believes "value," as applied to trucks and commercial cars, should be a combination of high quality at low price with superior performance at low cost . . . that it should include low operating cost, low-cost maintenance and long-lasting, brilliant performance. The experiences of truck and commercial car owners indicate that they agree with Ford's idea of value.

Further evidence comes from the cost records of owners. These records prove that V-8 Economy is OVER-ALL ECONOMY . . . that it includes savings in fuel and oil, tires, taxes, license

fees, insurance, interest, wages, depreciation, capital investment and repairs.

Ford V-8 Truck and Commercial Car "VALUE" goes deeper than price. True appreciation of V-8 Value comes only after tens of thousands of miles of reliable, economical service. But your Ford dealer invites you to "sample" V-8 Performance . . . a vital element of V-8 Value . . . under your own operating conditions. Call your Ford dealer today and set a date for an "on-the-job" test.

• • •
Any new 112-inch wheelbase Ford V-8 Commercial Car can be purchased for \$25 a month, with usual low down-payment. Any new 131 $\frac{1}{2}$ -inch or 157-inch wheelbase Ford V-8 Truck can be purchased with the usual low down-payment on the new UCC $\frac{1}{4}\%$ per month Finance Plans.

FORD V-8 TRUCKS

AND COMMERCIAL CARS

A. T. A. Suggests a Senate Investigation of Railroads' Opposition to Truck Permits

(*Washington Correspondence*): The harmony conferences which were calculated to bring truck and rail operators into friendly relationship, but which were considered by many veterans in both fields foreordained to defeat, have shown convincing signs of a crack-up.

American Trucking Associations, Inc., in a vigorous statement to the industry has suggested that any highway transporter whose application for a permit under the "grandfather" clause is being fought by the railroads, "thumb his nose" at the protestant.

ATA suggested also that the Bureau of Motor Carriers fulfill the mandate of the law by ignoring protests "motivated by a malicious desire to heckle applicant motor carriers," and proposed Senatorial investigation into the matter.

The statement reads as follows:

"Motor carriers who filed applications under the 'grandfather' clause are being harassed by protests registered by railroads against the granting of such applications. The railroads have gone into the business of protesting motor carrier applications on the wholesale scale. They have printed thousands of protest applications, with the names of the protestants attached, and are filing such objections with the Interstate Commerce Commission against any and all petitions of motor carriers.

"In most instances, these pro-

tests complain against the extent of operation of the applicant and are filed *pro forma*.

"The railroads are attempting to interpose objections to every application filed, on the ground that the applying carrier has not covered the territory specified or that it was not engaged in *bona fide* operation as described in the application.

"One of these protests, similar to thousands that have been registered throughout the country, came to our attention from one motor carrier who asked: 'Will you kindly advise your opinion of the attached and its apparent value or lack of same?'

Indelicate Gesture

"The protest referred to has no value and the motor carrier may in good grace thumb his nose at the protesting rail carrier. The Act states, in no uncertain terms, that if the motor carrier shows proof of *bona fide* operation on or before June 1 or July 1, he shall be granted a certificate or permit 'without further proceeding.' It is up to the Commission to determine whether he was or he was not in *bona fide* operation on or before the effective dates. No matter what the protests from rail carriers may be, it is still the duty of the Commission.

"It might be well, perhaps, for Senator Wheeler's investigating

committee to inquire into the amount of money being spent by the railroads to protest the applications of motor carriers. The rails are blanketing the country in protest of all applications filed under the Motor Carrier Act.

"The question may be asked: 'What business is it of theirs?' The answer is plain: they hope to restrict the number of applications granted and thus minimize highway competition.

"If the Bureau of Motor Carriers is to deal fairly with truck operators, and fulfill the mandates written into the Act, it will ignore these protests of rail carriers because they obviously are motivated by a malicious desire to heckle applicant motor carriers, and are not filed with the purpose of promoting the principles written into the Motor Carrier Act.

"Congress passed the Act, we believe, in good faith. It would be well if motor carriers receiving such protests would send copies of them to their Congressmen, pointing out all the implications and ramifications brought about through the Act, which, from a railroad point of view, means the subrogation of highway transportation to railroad domination."—(H. M. Manning.)

Local Truckers Organize to Oppose Federal Regulation

(*Washington Correspondence*): A new national organization, with headquarters in Washington, has come into existence for the purpose of acting as spokesman for 3,000,000 truckers operating in strictly local service.

This group, National Local Trucking Associations, Inc., has as its president Phillip A. Smith, Jr., Chicago; and as Washington counsel the former NRA deputy administrator of the warehousing and trucking codes, C. P. Clark.

While no general policy has been outlined as yet that is the majority viewpoint of the local truckers, the group will tend to oppose Federal regulation of their industry, it was indicated. An appeal has been filed with the Interstate Commerce Commission to classify the local trucking services as "separate



Here is the new piece of moving equipment placed in service by the United States Storage Company, Inc., Washington, D. C.—bearing on its sides a map of the country and the apt slogan "See the UNITED STATES first!". This is a GMC T-18 tractor, with a 1,250-cu. ft. trailer by Fruehauf. Purchased primarily for local use, it will be utilized for Allied Van Line service when needed.

HUNDREDS KNOW nothing takes the place of GERSTENSLAGER-BUILT BODIES

Gerstenslager Vans assure more strength with less weight, last longer and cost no more.

Superior Construction

Modern Design

Better Appearance

Complete Reliability

Many would accept no substitute.

Let us quote you on your next van.



**75 Years of Building Just Good Bodies—
Nothing Else**

THE GERSTENSLAGER CO.
ESTABLISHED 1860
WOOSTER OHIO

and distinct" from other types in the program to coordinate competing forms of transportation by highway, rail, air and water.

"We will await the ultimate decision of the Courts or of Congress as to whether the strictly local trucking services are under the jurisdiction of the I. C. C. by virtue of the Motor Carrier Act," stated Mr. Clark. "As yet no formal policy has been drawn up, for we want to study the whole situation and see exactly where we fit into the picture."

"The local trucking services do not compete with other forms of interstate transportation, and as such constitute a separate part of the whole industry."

Policies

A "statement of policies" issued by the Association's president, Mr. Smith, said:

"Local trucking service differs in many important respects from the longer distance over-the-road highway carriers. And it is imperative that such operations be separately and distinctly classified.

"This service is an essential link in the complete transportation service, and the public interest requires that it impartially and efficiently supplement in its re-

"The Nerve to Send a Lone Driver"

"We want to call your attention to a pitiful experience which the writer had recently when a certain truck called at our warehouse to load 1200 ft. of furniture for Toledo, a distance of 614 miles.

"The owner of the truck, which originated considerably west of Chicago, had the nerve to send a lone driver (with a dog) to load as much of this furniture as he could. The matter which we are referring to is not so much loading the truck, as we gladly assisted this man and did not charge him one solitary penny, but the fact that this man intended to drive alone on the way back to Toledo, unload his goods and then continue toward home, if possible. He was instructed by a New York office of this certain large long distance van line to stop at a certain point en route to try to get more goods. As the man drove out of our warehouse he was physically unfit to operate his truck because of his nervous condition. He was not excited.

"We would appreciate your assistance in trying to force legislation whereby a company must employ at least two men on any long distance trip, especially beyond 50 miles."—W. A. Santini, Dayton Auto and Furniture Storage Co., Inc., Bronx, N. Y.

stricted areas the service rendered by all mediums of transportation. This need is emphasized by the fact that local trucking service is not in competition with highway, rail, air and water carriers. Coordination of these competitive agencies is the objective of the regulatory measures enacted by Congress.

"Shippers are almost wholly dependent on local trucking service and the experience of operators, to assure the expeditious handling and routing of traffic. Thus the local trucker renders an important service to shippers, as well as to the long-distance transportation agencies. Any undue disturbance of the present interlocking relationship is sure to be detrimental to the public interest.

Modern Pick-Up

"Modern pick-up and delivery service offered by the local trucking service is a natural and necessary development of the coordinated service. And sound transportation economy demands that individual enterprise be preserved against monopoly, and that charges made by all forms of transportation be adequate to sufficiently compensate all units engaged in providing the complete service."—Edwin Hartrich.

Trucking Declares War Against Eastern Railroads' Pick-Up

(*Washington Correspondence*): Decision by the Interstate Commerce Commission to permit eastern railroads to put collection and delivery tariffs into effect, and refusal by the regulatory body to make a nationwide inquiry into railroad invasion of trucking, have been followed by a declaration of war by the motor transporters against the Commission.

The charge that the six-to-five decision favoring railroads was arrived at "as a matter of expediency" was coupled with the assertion that the Commission's action "was a severe shock, even to the point of shaking the faith of motor carriers in their belief that they would get impartial consideration at the hands of the Commission."

Sounding a call to the industry to demand fair treatment from I.C.C., headquarters of the American Trucking Associations, Inc., principal objector to the tariffs, warned:

"This matter of collection and delivery tariffs goes far beyond the apparent issues involved. It strikes at the very foundations of the Motor Carrier Act itself. It is all important to the trucking industry, long distance as well as local cartage operator. There is nothing left for the industry to do but fight, and to fight to the bitter end. Every available means must be used to see that the Commission places railroads which engage in motor truck operation on the same competitive basis that the motor truck operators themselves, under Part II of the Interstate Commerce Act, are placed."

Bitter at the Commission's action, trucking headquarters here pointed out that the industry had backed the motor regulatory Act in good faith, feeling that their operations would be protected from "invasion by the banker-supported railroad companies." The contrary has been shown to be true, it was complained, and a situation has developed resembling a David and Goliath fight.

While the blow was a crushing one to the truckers, it did not find them without a program and a decision to force a ruling on the fundamental issue involved—whether the railroads shall be permitted, without a showing of public convenience and necessity, to capture the routes which the truckers had spent years in developing.

First step will be filing of a motion for reconsideration of the I.C.C. decision. A ray of hope has been discovered in the fact

I.C.C. Orders Suspension; Hearings Begin June 16

The I.C.C. on May 23 suspended eastern railroads' pick-up and delivery schedules and announced hearings would be held beginning June 16.

The accompanying Washington correspondence was written earlier in May, prior to the I.C.C.'s order on the 23d.

that the railroad tariffs were suspended to the extent that the carriers will not be permitted to include allowances to shippers or consignees for any service performed by them. Then, too, the closeness of the decision—a six-to-five vote—convinced the truckmen that they had made out a good case, requiring but one convert to be successful.

The decision affects only the tariffs of the Boston & Maine, Grand Trunk Railroad, Pennsylvania, Erie and Baltimore & Ohio. Trucking headquarters will file complaints in the southern and western territories, raising the same questions but with supplemental facts developed through inquiries now in process. In those areas the railroads are operating under tariffs similar to those of the East, but with an allowance to shippers and consignees of 5 cents per 100 pounds if they do their own carrying to or from the station.

In these cases the truckers will raise the whole question of the validity of operation, by a railroad, of a motor transport service without complying with the Motor Carrier Act, including the obtaining of certificates of public convenience and necessity. The right of an administrative body such as the I.C.C. to authorize deviation from statute law will be flatly challenged.

The approved tariffs are subject to a minimum of 30 cents per 100 pounds, regardless of length of haul. The railroads originally had moved for permission to inaugurate collection and delivery service under a plan involving allowances of 5 cents per 100 pounds to shippers or consignees who freight their own goods to the railroad station. Objection was entered and the tariffs were suspended.

Shortly thereafter the rails presented a second petition, asking permission to institute collection and delivery service—but without

the allowance feature. Trucking interests answered that the fundamental principles involved are identical, and they asked that these schedules also be suspended. It was considered a certainty here that suspension would follow, and for that reason the contrary ruling came as a distinct shock to the opposers.

Eastern railroads, confident of a favorable ruling, were prepared to begin operations of collection and delivery service immediately upon formal presentation of schedules and expiration of the 10-day limit. Local drayage companies, large organizations and the American Railway Express were to share the new business.

The petition to inquire into the entire set-up of railroad operation of trucks was filed on behalf of American Trucking Associations and the Brooks Transportation Co., Inc., Richmond, Va. Trucking interests had hoped I.C.C. would institute such an investigation and develop facts upon which a national policy might be predicated, looking to a ruling that railroad companies meet all requirements laid down in the Motor Carrier Act before engaging in highway freighting.

Pending the outcome of its motion for reconsideration and the other administrative steps in prospect, national trucking headquarters here declined to state how far the battle would be carried, but it was intimated that the Courts would be asked to grant a review in the event satisfaction was not obtained through the ordinary procedures.—(James J. Butler.)

Keeshin Seeks to Purchase Eastern Seaboard and Iowa Motor Transport Interests

(*Washington Correspondence*): Approval of a \$250,000 cash transaction involving acquisition by Keeshin Transcontinental Freight Lines, Inc., of Seaboard Freight Lines, Inc., of Connecticut, is asked in a petition filed with the Interstate Commerce Commission. Seaboard, with 58 power units and 23 trailers, is engaged in highway transportation between points in New England, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia and Virginia.

In addition, the Keeshin organization has applied for permission to acquire Seaboard Freight Lines, Inc., a New York corporation; Seaboard Freight Lines, Inc., a

Massachusetts corporation, and United Motor Lines, Inc., a Connecticut corporation, through the ownership of stock of these companies. These latter companies are not operating at this time.

The capital stocks of Seaboard Freight Lines, Inc., Connecticut, and its affiliated corporations are held by Motor Carrier, Inc., which recently borrowed \$100,000 from Lehman Brothers, New York investment bankers, to make advances to Seaboard Freight Lines, Inc. The contract between the Keeshin organization and Motor Carrier, Inc., requires the applicant to provide funds sufficient to enable Motor Carrier, Inc., to pay off its obligation to Lehman Brothers.

The application states that when Seaboard Freight Lines, Inc., of Connecticut, is added to the Keeshin

system the revenue to be derived from operation of the organization proposed to be acquired would be, it is conservatively estimated, at least \$1,800,000 for the first year, and that under Keeshin methods of operation at least \$126,000 will represent profit.

At the same time, Keeshin Motor Express Company, Inc., petitioned the Interstate Commerce Commission for authority to purchase the properties and rights of Charles T. Durand, trading as National Transfer & Storage Company, Marshalltown, Iowa. By the terms of the petition the Keeshin company and National Freight Lines, Inc., Marshalltown, would transfer the properties and rights of the Durand organization to National Freight Lines, Inc., which, in turn, would be acquired by Keeshin Transcontinental organization.

National Transfer & Storage conducts a common carrier service between points in Iowa and points in Illinois, serving such cities as Rock Island, Moline and East Moline. It has applied for a certificate under the "grandfather" clause of the Motor Carrier Act. National operates also a merchandise storage warehouse.

The purchase price for National Transfer & Storage, according to the application, is to be \$45,000, and the applicant would assume all encumbrances which have not been liquidated, amounting to \$33,056.08 and additional liability in the sum of \$29,891.55. The company operates 32 power units.

Acquisition of the capital stock of National Freight Lines, Inc., would be effected by Keeshin Transcontinental through payment of \$50,000.—(H. M. Manning.)

I.C.C. Inquiring into Railroads' Highway Transportation Activities

(*Washington Correspondence*): The Interstate Commerce Commission has set out to obtain for the first time a comprehensive picture showing the extent to which the railroads have entered the field of highway transportation, the financial outlays involved, and the operating principles which are followed.

Reports covering these points with great particularity have been called for, and the deadline for submission has been made July 1. Every Class 1 railroad, and that includes all but a negligible mileage of the country's rail system, must report.

National Local Trucking Associations, Inc., representing strictly local trucking operations, hailed the announcement as a far-reaching step.

"This means," said Philip A. Smith, Jr., of Chicago, president of the group, "that the rail lines must show the tonnage of freight handled in local drayage operations by highway motor vehicles in which the railroads are financially interested. This information is essential in properly coordinating transportation agencies and assuring rates that will compensate all forms of transportation. And it will give the public valuable information as to whether railroads are operating in the local trucking field at a loss that is being passed along in rates for shipments to distant points."

Questionnaires have gone out to all Class 1 carriers, excluding Class 1 switching and terminal companies, carrying the following explanatory request: "To afford the basis for compiling a comprehensive and accurate statement of the extent to which steam railway companies are financially interested in the operations of separate highway motor vehicle enterprises for carriage of persons or property, please give the information indicated by the following questions."

Question 1 asks a statement of all highway motor vehicle enterprises in which the railroad had a financial interest, as of May 1, 1936, either directly or indirectly through other corporations or persons. Among the questions asked under this heading are: name of highway motor vehicle enterprise; nature of railroad's interest—whether direct or indirect, and if indirect, names of intermediaries; amount and per cent of capitalization of highway enterprise, including advances, held by the railroad as of May 1; total assets of highway enterprise as of Dec. 31, 1935; gross annual

revenues and other incomes of the highway enterprise for year ending Dec. 31; date of first acquisition of interest by the railroad, directly or indirectly.

This question indicates the broadness of the field to be covered, but the following inquiries are interesting as showing the detailed nature of the investigation:

Question 2. Did any of respondent's directors or officers and assistants includable in Reporting Division No. 1 of monthly wage report as individuals have a financial interest in excess of \$5,000 in any highway motor vehicle enterprise for the carriage of persons or property? If so, give names of motor vehicle enterprise concerned and total investment of such officers or directors combined in each enterprise.

Question 3. Did any holding company affiliated with respondent have a controlling financial interest in any highway motor vehicle enterprise for the carriage of persons or property in respondent's territory? If so, give names of companies or enterprises concerned.

Question 4. For each enterprise named in answers to Questions 1, 2, and 3 give a copy of the income and profit and loss accounts and balance sheet for the calendar year 1935, or latest fiscal year if company is not on a calendar year basis of accounting.

Question 5 calls for a report on line haul operations, showing principal routes covered, tons of freight handled during the year, and number of passengers carried during year, as well as number of tons of freight handled in local drayage operations.

The final question relates to direct or indirect financial transactions between the rails and highway organizations, including amount of income received by the rails from highway interests, amount of advances repaid by the highway enterprises, and other expenses or obligations incurred by the respondents on behalf of such enterprises. (James J. Butler.)

Independent Movers and Warehousemen Are Forming a National Association

(*Washington Correspondence*): The first steps were taken here in May by a group of independent movers and Warehousemen to build up a national organization

for "equitable representation in matters affecting their participation in the general industry picture."

A group of 25 met in Washington to discuss the policies contemplated for their proposed organization and the formulation of the combine itself. By proxy, these delegates represented also 150 to 200 interested independent operators unable to attend.

Keynoting the aims of the independents, R. Wilson of the Anderson Van Service, New York, stated:

"We are attempting to organize a cooperative association to protect our rights, and at the same time not lose the individual control of our separate businesses. This is the penalty usually paid by those joining other combines."

While the group expects that the Interstate Commerce Commission, under the terms of the Motor Carrier Act, will end the practice of operators exchanging loads between themselves, the problem of legal exchange of loads was given attention. The subject of joint tariffs also was discussed, thought no concrete proposals have been drawn up as yet.

One tentative plan is to open a central office in Washington as the organization's headquarters and clearing house of activities. Special legal counsel to handle the problems of the independents in connection with the new Federal regulations will probably be employed, it is thought. Thus a spokesman will act as the representative of the association before Government agencies and in cooperating with other trade associations. In the prospectus sent out by Mr. Wilson the following statement sums the major feature of the proposed association:

"The association in no sense of the word will interfere with your established methods or business connections. Were it to do so, we believe it would lose its appeal to those firms we have in mind, those who prefer to remain independent in thought and action."—(Edwin Hartrich.)

Gray in Charge of Aero Mayflower's Eastern Traffic; Office in New York

Announcement is made by the Aero Mayflower Transit Company, long distance household removals organization affiliated with the Mayflower Warehousemen's Association, that Clarence O. Gray, traffic manager of the Neal Storage Co., Cleveland member of Mayflower, has been transferred, effective May 1, to Aero Mayflower's New York office, where he is in charge of the eastern division traffic department. Aero Mayflower's Pittsburgh, Buffalo and Cleveland offices have been closed and eastern divisional traffic is now handled entirely from New York.

Mr. Gray had been identified with the Neal company in Cleveland for ten years. Prior to that he was for five years bookkeeper with the Reynard Moving & Storage Co., Cleveland.

Merchandise Warehousing's Average Occupancy Was 62.4% on Jan. 31 and Was Provisionally 60.8% on Feb. 29

AVERAGE occupancy of public merchandise warehouses in the United States was indicated at 62.4 per cent on Jan. 31, according to the May release of the Bureau of the Census of the Department of Commerce. This compares with 65.2 on the corresponding date in 1935, and with 67.9 per cent on the same date in 1929, the peak year.

Occupancy as reported provisionally for Feb. 29, with the figure subject to correction on the basis of subsequent returns, averaged 60.8 per cent. This compares with 65.2 on the final day of February a year ago, and with 68.3 on the corresponding date in 1929.

The revised occupancy figures for Jan. 31 showed

North and South Dakota (combined) leading the States, with 84.6 per cent; followed by West Virginia with 82.8. Chicago reported 83.0; St. Louis, 77.4; Minneapolis and St. Paul (combined), 76.2; and the New York metropolitan district as a whole, 58.4.

The provisional occupancy figures for Feb. 29 showed West Virginia leading with 82.4 per cent; followed by North and South Dakota with 82.3. Chicago reported 79.0; St. Louis, 75.6; Minneapolis and St. Paul, 71.8; and New York metropolitan district, 57.1.

Tonnage

The reports submitted to the Bureau covering January indicated that of total volume arriving at the warehouses, 75.1 per cent entered storage, the balance being delivered on arrival. This compares with 83.0 per cent entering storage in January of last year, and with 73.2 in January of 1929.

The tonnage reports (provisional, subject to correction) for this past February indicated that 74.0 per cent entered storage (of total volume received), as compared with 80.8 per cent during February of 1936, and with 71.8 in February of 1929.

Federal Trade Commission Admits Lack of Jurisdiction in Encinal Terminals Case and the Complaint Is Dismissed

(*Washington Correspondence*): The Federal Trade Commission has admitted its lack of jurisdiction to hear and enter an order affecting Encinal Terminals at San Francisco, but a spokesman for the Commission pointed out this cannot be construed as an assertion that terminals having storage space are beyond the reach of that arm of the Government.

Encinal Terminals was one of several respondents in a citation charging unfair competitive practices by California Packing Corporation and its subsidiaries and affiliates. One of the allegations was that the respondents required those from whom it purchased commodities for what is claimed to be the largest packing operations in the world, to enter those products through the Encinal Terminals, in which other respondents have a financial interest.

Dismissal of the complaint insofar as the terminal is concerned was predicated on the fact that those operations are subject to the jurisdiction of State and Federal regulatory bodies—the State commission and the Interstate Commerce Commission.

It was explained that the applicability of the Federal Trade Commission act to a terminal plant including warehouses is a question of fact to be decided upon the surrounding circumstances in each case, and that no single rule covering the entire subject is possible. The investigation is now proceeding with relation to the packing company respondents only.—(James J. Butler.)

Schier Now General Traffic Manager of General Foods; Nettels Retires

Announcement is made by U. C. Young, General Foods Corporation's vice-president in charge of manufacturing and traffic, that Arthur C. Schier has been appointed general traffic manager in succession to E. C. Nettels, Battle Creek, Mich., who has retired from active duty.

Mr. Schier joined General Foods last November as assistant general traffic manager after nineteen years in traffic work with various railroads, inland waterways, coastwise steamship lines and industrial firms. His offices will be at General Foods' headquarters in the Postum Building, 250 Park Avenue, New York City.

Shippers Using Non-Licensed Truckers Have No Redress Under Law; Missouri Court Ruling Is Cited as a Precedent

(*Washington Correspondence*): The reminder to shippers that they have important financial interest and responsibility under the Federal truck regulatory Act has been emphasized in a Missouri State Court decision which the Bureau of Motor Carriers predicts will be followed in Federal Courts when cases are presented on similar facts.

Director John L. Rogers, in speeches to shipper and trucker groups, has stressed the fact that consignors must protect their interests to the extent of engaging only those companies which have complied with the law—or suffer the financial losses arising out of their inattention.

In the precedent-setting decision, the Missouri Court held that neither shipper nor trucker may obtain reimbursement for loss suffered when the contract of carriage does not involve the services of an operator who has complied with the law. In the instant case, the statute was a State enactment; but like the Federal Act, it required both that the carrier be licensed and that shippers employ none but licensed truckers.

The case is titled *Rainer v. Western Union Telegraph Company*. A truck operator had contracted to carry 100 cans of cream from Missouri to Louisiana. It was shown that the creamery was aware that the trucker had not complied with the State law.

En route with the perishable commodity, the driver was halted by tire trouble and he telegraphed his employer for funds to purchase a new tire. The telegram was delayed nearly four hours, and as a result the shipment arrived at New Orleans with 38 cans of sour cream.

In the trial Court, the trucker obtained a judgment of \$100 against Western Union and appeal was taken.

The significant portions of the Appellate Court's ruling, setting up the situation in which the law leaves all parties involved, state:

"In our opinion, the law leaves the owner of the cream and the owner of the truck in exactly the same position before the law. They entered into the contract, and the law can neither recognize the claim of the owner of the truck for the carriage charges, nor the claim for damages by the owner of the cream for the failure to lawfully transport the same.

"The facts in this case show that the owner of the truck was guilty of violations of the provisions of Section 5275 R. S. Mo. 1929 as amended by the Session Acts of 1931, . . . and the owner of the cream was also guilty of a misdemeanor as a result of the violation of said sections of the statutes by reason of having employed and thereby abetted the owner of the truck in his failure to obey the laws or comply with the orders of the Public Service Commission of Missouri.

"We think that the plaintiff, by reason of his unlawful contract to transport the cream in question, . . . has not cause of action against the Western Union Telegraph Company, the defendant in this case.

"The evidence fails to disclose that the defendant had any knowledge of the illegal contract of carriage entered into between the plaintiff in this case and the Kent Dairy Products Company, and under the law the holdings of the decisions cited, . . . the owner of the truck, the plaintiff in this case, could not recover the carriage damages from the Kent Dairy Products Com-

pany, because the contract of carriage itself was based on an illegal act, in violation of the law; neither could the Kent Dairy Products Company sue and recover from the plaintiff, the owner of the truck, for damages resulting to its cream by reason of a failure to carry out the terms of the contract of carriage itself being illegal.

"If the carrier would not be liable himself, under the contract of carriage, then he should not be allowed to sue a third party and recover for damages to the goods in his possession, for carriage, where he himself would not be liable to the owner of the goods for failure to transport them."—(James J. Butler.)

Jackson Company Profits \$100,000 Through Sale of Oak Park Plant

The Jackson Storage & Van Company, Chicago, has sold its household goods storage warehouse in Oak Park, Ill., to a syndicate which plans to demolish the building and erect an arcade.

The sale price was a little more than \$300,000. The Jackson organization purchased the building in 1926 from R. B. Harder for \$200,000.

"This shows," according to Thomas A. Jackson, president of the Jackson firm, "that it still is possible to make a profit out of real estate, even if the storage business is not so good. It shows the importance of selecting a good location."

Argument in Electrical Energy Tax Test Case May Be Heard in June

(*Washington Correspondence*): Agreeing to a stipulation of facts in a test case to recover electrical energy taxes for petitioning warehousemen, John J. Hickey, counsel for the Association of Refrigerated Warehouses, expects a hearing to be set, probably during June, for final argument.

This "test" case is the claim for refund of electric energy tax which was instituted in the United States Court of Claims in August, 1935.

The claim arose out of payment of electrical energy taxes between June 20, 1930, and Sept. 1, 1931, and it is contended by the cold storage warehousemen that the statute did not afford authority for collection of such assessments.

Claims for refunds are submitted to the Collector of Internal Revenue in the district in which the assessment was collected. The Collector, upon certifying that he collected the amount which is claimed, forwards the claims to the Collector of Internal Revenue here for action. The Bureau then formally denies the claim, and this provides the foundation which is essential for presentation of the claims in formal proceedings in the U. S. Court of Claims.

Because of the congested condition in the Court of Claims, Mr. Hickey agreed to the stipulation proceedings in the hope of obtaining quicker action by the Court. The body is reviewing the stipulated charges, and expects a hearing date to be fixed within the next month, Mr. Hickey forecast.—(George H. Manning, Jr.)

Calendar of Coming Events

June

1-2-3. Flavoring Extract Manufacturers Association. At Hotel Pennsylvania, New York.
1-7. Chemical Alliance. At Seaview Golf Club, Absecon, N. J.
4-5. Michigan Canners Association. At Park Place Hotel, Traverse City, Michigan.
8. American Pharm. Manufacturers Association. At Hotel Homestead, Hot Springs, Va.
8-9. National Association Insecticide & Disinfectant Manufacturers. At Edgewater Beach Hotel, Chicago.
11-12. American Food Manufacturers Association. At Hotel Greenbrier, White Sulphur Springs, W. Va.
16-19. National Retail Tea & Coffee Merchants. At Edgewater Beach Hotel, Chicago.
21-25. National Association of Retail Grocers. At Hotel Adolphus, Dallas.
29-30. American Seed Trade Association. At Hotel Adolphus, Dallas.

August

11-14. International Apple Shippers' Association. At Hotel Statler, Boston.
12-15. National Food Distributors Association. At Boston.
24-29. National Drug Trade Conference. At Hotel Adolphus, Dallas.
31 to Sept. 2. Federal Wholesale Druggists Association. At Hotel Nicollet, Minneapolis.

September

8-11. Vegetable Growers Association of America. At Cleveland, Ohio.
13-16. National Hairdressers' & Cosmetologists' Association. At Hotel William Penn, Pittsburgh, Pa.
14-17. Perfume & Cosmetic Buyers Conference. At Hotel Commodore, New York.
21-23. Associated Coffee Industries. At Hotel William Penn, Pittsburgh, Pa.
27 to October 1. National Wholesale Druggists Association. At Hotel Greenbrier, White Sulphur Springs, W. Va.

October

19-23. American Bottlers of Carbonated Beverages. At Chicago.

November

10-14. Poultry Industries Exposition. At New York City.

Cash for OLD STAMPS

DO not destroy old correspondence! Envelopes prior to 1870 with stamps still intact have value. DO NOT remove stamps.

I will buy such envelopes, and also stamp collections loose or in albums. I have purchased many in this manner and pay good prices.

You may send to me direct; or, if you prefer, to my bank (name on request), where I will call to inspect stamps.

An offer will be made and the stamps kept intact, pending your approval. Payment by cashier's check if requested.

CARL PERCY, 450 Fourth Avenue, New York City

Warehouse Service for Nothing Suggested by Grocery Manufacturers' President

(Concluded from page 17)

able business from concerns local to them. If they would give free store-door delivery service to out-of-town manufacturers storing with them, the assumption is that they would have to give the same service to their local patrons. Since all that goes into a warehouse has to be delivered in one way or another, it is conceivable that free store-door delivery would add as much as 50 per cent to the costs of most warehousemen. As I have said and as your members know, warehousemen's rates are about as low as they can be made for the services that they now cover, and let the warehouseman survive. They could not, therefore, finance such an added cost.

How to Go Broke

"If a warehouseman is really dependent upon the business that he does for out-of-town manufacturers and is faced with losing their business because he cannot afford to give this free store-door delivery, he will, I imagine, prefer to go broke by losing their business in the first instance rather than go broke in performing for them this delivery service at no cost to them.

"Of course, this question is part and parcel of the rapidly changing and, in many respects, insanely chaotic condition of transportation in this country. In the battle that has been going on between the rails and the trucks, the warehouseman, like the shipper, has been an observer—only the warehouseman has been in the line of fire and is continually getting hit. It is the shipper who seems to be the only one enjoying the fruits of victory, if any. And now your correspondence reminds us of another time that warehousemen are getting it in the neck!

"Some of these days order will come out of our transportation chaos, we hope. Then each type of carrier will have its proper niche in the set-up and each will get a fair charge for each service that it renders. In the meantime, it behooves all of us that have anything to do with these various transportation agencies to keep from getting panicky and to run our businesses on as sound lines as possible, with charges for products and service bearing all due relation to costs.

"I see that that is good AGMA creed, so that I trust that those of your members that are faced with this store-door delivery problem will work it out in such a way that the costs of the service will be borne by those that want it performed for them."

Waste in Sales Effort

Commenting in the division's current *Bulletin*, Mr. Little says:

"If manufacturers come to find themselves in a place where they have to make free store-door delivery from stocks carried in warehouses local to their customers, the cost of that service is a very small item either to the manufacturer or his customer as compared with the production and other marketing costs that they both assume in the sale and purchase of the manufacturer's product. Indeed, there is probably enough avoidable waste in sales effort, including advertising, to pay the cost of store-door delivery service many times over.

"In any event, the cost of store-door delivery is an infinitesimal item in the sale price of a product to a wholesaler, retailer, or consumer. But it is a tremendous item to a cartage man or a warehouseman who depends in whole or in part on the performance of that service for his livelihood."

Business America's Views Are Contrary to New Deal Plans

(Concluded from page 10)

tion through agencies vested with authority to program, authorize, enforce and administer suitable regulations. In all public activities with respect to pollution there should be full opportunity for local, municipal, and industrial representation.

"The generation of electric energy for commercial use from water power in 'navigable waters' is a proper function of private enterprise. Such development should be had in accordance with the policy laid down by the Federal Water Power Act, and should not be undertaken by the Federal Government. As to Federal Government agencies now engaged in generating and selling electric energy, the strict accounting required by the Federal Water Power Act should be enforced, with credits for benefits to navigation and flood control in proportion to actual benefits contributed thereto.

"By cooperating with States and State agencies, the Federal Government should assist in assembling information on control and use of water resources, and in carrying on scientific investigation. Appropriate State agencies to deal with State and local water control and use problems, where not already created, should be promptly authorized."

Railroad Consolidations

The principle of voluntary consolidation of railroads "should be preserved," said another resolution, and:

"Congress should now release the Interstate Commerce Commission from its obligation to maintain a comprehensive plan of consolidation of all railroads into a limited number of systems, preserving the benefits of all of the studies which have been made in some less exacting form for indicating the Commission's views as to the public interest. For the purpose of eliminating unnecessary and wasteful competition and furthering efficiency of service, railroads should be permitted and encouraged by law and by the Commission to effect consolidations, always subject to approval by the Commission as to the public interests which are involved."

National Forestry

Intelligent cooperation of every private, State and Federal agency concerned is required, said one resolution, to assure "reconciliation of the fundamental principle of private ownership and conduct of necessary lumbering operations with the obvious need of conserving natural resources for protection of watersheds, and preventing hazards and loss from soil erosion." The Chamber accordingly took this stand:

"The principle of 'sustained yield' whereby the amount cut annually does not exceed the amount grown annually should be applied to all forests, whether private or public. Proper and adequate State and Federal legislation is a prerequisite to the application of this principle by private ownership.

"Private ownership of forest lands should be fostered through intelligent treatment by State and Federal Government in respect to taxation and similar factors. In return for which, such private ownership should recognize the vested interests of the public in all natural resources and conform its operations to the principle of sustained yield. In furtherance of this desirable policy the Government, as part of its present acquisition program, should assist in 'blocking out' such units by acquiring forest lands including, where necessary, mature timber.

"The Federal Government should, for the protection of headwaters of navigable streams, acquire forest

lands on which crops of trees cannot now be profitably grown by private enterprise. States and municipalities should acquire the remainder of such lands. Acquisition should be continuous and under programs that will not unduly add to the burdens of existing Government debts.

"The Chamber emphasizes to its organization membership in forest States the necessity for prompt and vigorous State action in respect to intelligent taxation of forest lands and the institution of policies which will beget a maximum of economic use with a minimum of interference to private business."

Merchant Marine

Holding rehabilitation of the American merchant marine to be "of paramount importance" both to commerce and the national security, the Chamber resolved:

"As a definite part of the cost of national defense, direct subsidies should be granted for construction and operation of American-built vessels in regular service on essential trade routes to foreign ports meeting the requirements of the various trades.

"As the experience of the United States, as well as of every maritime nation of consequence, has proved that the operation of ships requires the highest degree of individual initiative and flexibility of action, the merchant marine should be privately owned and operated, with only that amount of Government regulation essential to insure its maximum usefulness to American commerce, safety at sea, and availability for military purposes."

Residential Construction

Construction of residences and improvement of housing conditions should be recognized as a problem requiring local initiative and enterprise, said another resolution, and therefore:

"Emergency measures can now be terminated. The excess authorizations to the Home Owners Loan Corporation should be rescinded by Congress. The temporary operations of the R.F.C. Mortgage Company should cease as soon as practicable. Direct building activities of the Federal Government should be discontinued. It is undesirable for Government to become landlord to its own citizens.

"The continuing activities of the Federal Home Loan Bank System and of the Federal Housing Administration, designed to increase the facilities of private individuals to purchase homes, should be encouraged."

OLD STAMP COLLECTIONS

Envelopes and odd lots

BOUGHT

Highest CASH Prices Paid



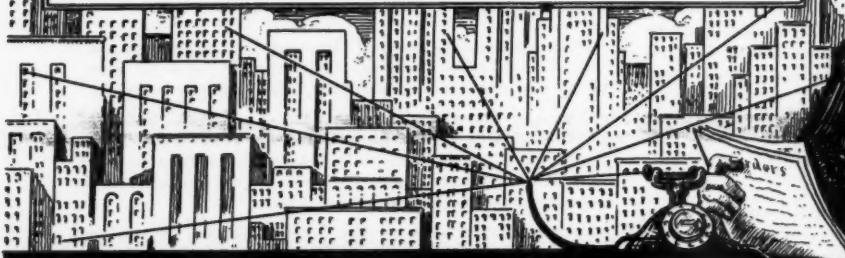
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Free
Appraisals
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Lots

ALBERT C. BUTZEN
1542 Broadway, Detroit, Mich.
Life Member No. 303 A.P.S.

THIS department each month will keep you informed of all products, supplies, etc., that you normally use in your business plus new products that are placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the new, as well as the old firms whose aim it is to help you save and earn more in the operation of your business. Should you not find listed or advertised in this "Where-to-Buy" department the product you wish to purchase, please write us and we will be glad to send you the maker's name and address. Our desire is to serve you in every way we can.



WHERE TO BUY

BODIES (Van)

Burch Body Co.; Rockford, Mich.
 Cook Wagon Works, Inc., A. E.; 77 E. North St., Buffalo, N. Y.
 Donigan & Nielsen; 743-747 Third Ave., Brooklyn, N. Y.
 Gerstenlager Co.; Wooster, Ohio.
(See advertisement elsewhere in this issue)
 Guedelhoefer Wagon Co.; John; 205 Kentucky Ave., Indianapolis, Ind.
 Haskell Mfg. Corp.; 208 W. Washington St., Chicago, Ill.
 Herman Body Co.; 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue)
 Met-L-Wood Corp.; 8755 W. 65th St., Chicago, Ill.
 Proctor-Keele Body Co.; 7741 Dix Ave., Detroit, Mich.
 Rosman Metal Body Co.; 11-15 Broadway, Long Island City, N. Y.
 Schaefer Wagon Co., Gustav; 4168 Lorain Ave., Cleveland, Ohio.

BOXES, (Moving)

Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky.
 Byrnes, Inc., W. L.; 446-448 E. 124th St., New York, N. Y. (Piano)
 Eclipse Box & Lumber Co.; 13-15 Charles St., Brooklyn, N. Y.
 Lewis Co., G. B.; Watertown, Wis.
 Miami Mfg. Co.; Peru, Ind.

BOX STRAPPING (Machines and Supplies)

Acme Steel Goods Co.; 2836 Archer Ave., Chicago, Ill.
 Cary Products Co., Inc.; 126 Nassau St., Brooklyn, N. Y.
 Harvey Spring & Forging Co.; Racine, Wis.
 Signode Steel Strapping Co.; 2600-2620 N. Western Ave., Chicago, Ill.
 Stanley Works; Grove Hill & Lake St., New Britain, Conn.

BRINE

Solvay Sales Corp.; 40 Rector St., New York, N. Y.

CARPET CLEANING EQUIPMENT

American Laundry Mch. Co.; Norwood Sta., Cincinnati, Ohio.
 Chief Mfg. Co.; 806 Beecher St., Indianapolis, Ind. (Beaters, stationary.)
 Cleveland Rug Cleaning Mch. Co.; East 55th St. & Erie R.R., Cleveland, Ohio.
 Electric Rotary Mch. Co.; 3246 W. Lake St., Chicago, Ill.
 Kent Co., Inc.; 542 Dominick St., Rome, N. Y. (Shampooing equipment.)
 Superior Bag Mch. Co.; 2358 Ogden Ave., Chicago, Ill.
 United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Conserville, Ind.

CASTERS (Truck)

American Caster Co.; P. O. Box 524, Hamilton, Ohio.
 Bassick Co.; 38 Austin St., Bridgeport, Conn.
 Bond Foundry & Mch. Co.; Manheim, Lancaster County, Pa.
 Clark Co., George P.; 4 Canal St., Windsor Locks, Conn.
 Colson Corp.; Box 550, Elyria, Ohio.
 Darnell Corp., Ltd.; 2517 E. 11th St., Long Beach, Cal.
 Divine Bros.; 101 Whiteboro St., Utica, N. Y.
 Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue)
 Faultless Caster Co.; 152 No. Garvin St., Evansville, Ind.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Lansing Co.; 602 Cedar St., Lansing, Mich.



Bassick

TRUCK CASTERS

Over 456 sizes and types, from 2" to 10" diameter wheels—for every class of service.

THE BASSICK COMPANY
 Bridgeport Connecticut

Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.
 New Britain Mch. Co.; 140 Chestnut St., New Britain, Conn.
 Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.
 Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.
 Phoenix Caster Co.; Hamilton, Ohio.
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
 Sippel Co., Wm. H.; Dept. D-W, South Bend, Ind.
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates St., Indianapolis, Ind.

CLOCKS (Time and Watchmen's)

Detex Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only)
 Simplex Time Recorder Co.; Lincoln Blvd., Gardner, Mass.
 Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only)

CONTAINERS (Shipping)

Bird & Son, Inc.; Mill St., East Walpole, Mass.
 Hummel & Downing; Milwaukee, Wis.
 King Size Whse., Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.
 Lewis Co., G. B.; Watertown, Wis.

CONVEYORS

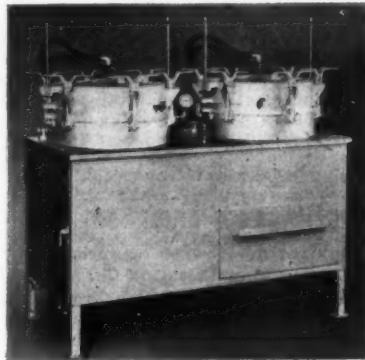
Alvey-Ferguson Co.; 75 Bissney Ave., Cincinnati, Ohio. (Gravity)
 Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)
 Bartlett & Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)
 Clark Tractor Co.; Battle Creek, Mich.
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.

NEW PRODUCTS

Hilco Oil Reclaimer in Four New Models

FOUR new and improved models of the Hilco oil reclaimer have been announced. While the operating principle of reclaiming used crankcase oil remains identical with that employed in the original Hilco, numerous small refinements add greatly to its efficient operation.

In the new models, the oil passes from the dirty oil tank, through the machine and is automatically pumped, with no handling whatever, into a storage tank or drum placed at the most convenient point in the building for dispensing purposes.



For example, in the Model D only 30 minutes labor is required per day of operation, and this to change filters. On the small Model C only 15 minutes is required.

This oil reclaimer has been given an entirely new and improved appearance in keeping with modern design. These changes also have practical advantages. The units are much more compactly built, the height and floorspace required have been decreased and all working parts are completely enclosed, at the same time being readily accessible.

Capacities of the new models are as follows:

Model C	12 gals. per day
Model D	25 " " "
Model E	37 " " "
Model F	50 " " "

The Hilliard Corp., maker of this equipment, offers the use of its "Pay As You Save" plan which enables the small fleet owner to avail himself of all the advantages of efficient oil reclamation with no outlay of funds to buy the equipment. *Distribution and Warehousing.*

Goodrich Adds Three

High Pressure Sizes

A N expansion of the line of Super-Traction truck tires by the B. F. Goodrich Co. includes three new high pressure truck sizes, which are 30 by 5, eight ply; 32 by 6, eight ply and 32 by 6 heavy duty ten ply. The first two take 75 lbs. of air pressure, the latter 80.

Since introduction of the Super-Traction type of truck tire, with a deeper tread of greater gripping power, designed mainly for off-pavement use, the popularity of this type of tire for truck operations has consistently increased. *Distribution and Warehousing.*

General Motors Expands Research Work on Diesel Engines

C ONTINUING its efforts to develop a Diesel engine for passenger cars and trucks as well as work in other fields, the research laboratory of the General Motors Corp. has taken over part of the Cadillac-LaSalle plant in West End Detroit because of lack of space in the present research building.

CONVEYORS—Continued

Link-Belt Co.; 300 W. Pershing Rd., Chicago, Ill. (Portable and gravity)
McKinney-Harrington Conveyor Co.; 1514 W. 22nd, North Chicago, Ill. (Portable and stationary)
Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)
Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)

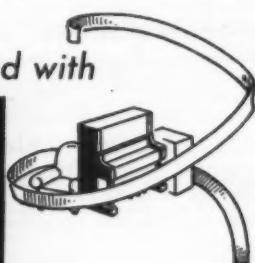
CORDAGE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa. (Flat)
Pitcher-Hamilton-Dally Co.; 248 N. Dearborn St., Chicago, Ill.
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)

You must be satisfied with

BULL DOG

BLUE
STREAK
FLAT CORDAGE



It's
Guaranteed

to be the **BEST FURNITURE TIE**
you ever used . . . or return it for
full credit.

Bull Dog BLUE STREAK is Strong—over 1000 lbs.
Tensile Strength: Soft—cannot scratch, burn or
stretch: Flexible—ties and unties easily: Economical—wears indefinitely. Pays for itself many
times over by lessening damage.

Stays Flat—Cannot Curl—2 inches wide.
Insist on the best . . . it costs you less—Specify
Guaranteed Bull Dog BLUE STREAK Flat Cordage.

THE J. E. FRICKE CO.
40 North Front Street, Philadelphia, Pa.
Mills: Hulmeville, Pa.

Send for Free Samples and Low Prices

COVERS (Paper Furniture)

Ace Paper Co., Inc.; 127 Bleecker St., New York, N. Y.
Pitcher-Hamilton-Dally Co.; 248 N. Dearborn St., Chicago, Ill.

COVERS (Piano)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)
Iden Warehouse Supply Co.; 584 Washington Blvd., Chicago, Ill.
New Haven Quilt & Pad Co.; 80-82 Franklin St., New Haven, Conn.
(See advertisement elsewhere in this issue.)
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)
Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

COVERS (Truck) (Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Tractionway at 23rd St., Kansas City, Mo.
Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.
Channon Co., H.; 149 N. Market St., Chicago, Ill.
Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)

COVERS (Truck)

TARPAULINS—Continued

Hoegee Co., Inc., Wm. H.; 138 S. Main St., Los Angeles, Calif.
Hooper & Sons Co., Wm. H.; 3502 Parkdale St., Baltimore, Md.
Iden Warehouse Supply Co., 564 Washington Blvd., Chicago, Ill.
Michigan Tent & Awning Co.; 1922 W. Candell Ave., Detroit, Mich.
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.

(See advertisement elsewhere in this issue.)
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.
The Wagner Awning & Mfg. Co.; 2668 Scranton Road, Cleveland, Ohio.
Wintermute, Paul S.; 434 Market St., Newark, N. J.

DOLLIES

De Beer Mfg. Co., Inc.; Syracuse, N. Y.
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)
Nutting Truck Co.; 252 Kinsie St., Chicago, Ill.
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.

DOORS (Elevator and Fire)

California Fpt. Door Co.; 1919 E. 51st St., Los Angeles, Calif. (Fire)
Harris-Freble Door Co.; 228 N. LaSalle St., Chicago, Ill. (Fire)
Kinner Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)
National Refrigerator Co.; 827 Keween Ave., St. Louis, Mo. (Cold stge.)
Peele Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)
Richmond Fpt. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)
Security Fire & Door Co.; 3044 Lambdin Ave., St. Louis, Mo. (Elev. and fire)
Smith Wire & Iron Works, F. P.; Fullerton, Clybourns & Ashland Aves., Chicago, Ill. (Fire)
Variety Mfg. Co.; 2558 Carroll Ave., Chicago, Ill. (Cold stge. and fire)
Vulcan Hall & Const. Co.; Grand St. & Garrison Ave., Maspeth, N. Y. (Fire)

ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Bissell Ave., Oakley, Cincinnati, Ohio.
Montgomery Elev. Co.; 80 Twentieth St., Moline, Ill. (Passenger and freight).
Otis Elevator Co., Eleventh Ave. & 26th St., New York, N. Y.
Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

ELEVATORS (Portable)

Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
Jeffries Mfg. Co.; 180 N. Fourth St., Columbus, Ohio.
Lewis-Sherard Co.; 124 Wadsworth St., Watertown Sta., Boston, Mass.
Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.

EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.
American Excelsior Corp., 1000-1020 N. Halsted St., Chicago, Ill.
Orange Mfg. Co.; Elizabethtown, N. C.
Philippe Excelsior Co.; Chattanooga, Tenn.
Sheboygan Pad Co.; 1801-5 Erie Ave., Sheboygan, Wis.

EXTINGUISHERS (Fire)

American-La France and Foamita Corp.; 100 E. La France St., Elmsford, N. Y.
Elkhart Brass Mfg. Co.; 1302 W. Beardsley Ave., Elkhart, Ind.
Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.
Pacific Fire Extinguisher Co.; 142 9th St., San Francisco, Cal.
Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.
Safety Fire Extinguisher Co.; 200 Seventh Ave., New York, N. Y.
Solvay Sales Corp.; 40 Rector St., New York, N. Y.

FANS (Industrial Ventilation)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

FLOOR REPAIRING MATERIAL

Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio.

FUMIGATING EQUIPMENT

Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

FURNITURE TIE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

HOISTS (Chain and Electric)

Alloy Steel & Metals, Inc., 1862 East 65th St., Los Angeles, Calif. (5 Ton Hand Hoist)
Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia, (Elec.)
Chisholm-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)
Harnischfeger Corp., 4401 West National Ave., Milwaukee, Wis. (Chain and elec.)
Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)
Hobbs Co., Clinton E.; 203 Chelsea St., Everett Sta., Boston, Mass. (Chain and elec.)
Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)
Rooper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)
Wright Mfg. Co.; York, Pa. (Chain)
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

It has been rumored that General Motors might be ready by 1938 for large-scale production of a Diesel car. It is also stated that undoubtedly a Diesel truck will precede a Diesel passenger car, since the weight factor is still regarded an important obstacle to the development of the passenger model.

General Motors Corp. controls the Electro-Motive Corp., which has been manufacturing Diesel electric locomotives for domestic railroads for several years. *Distribution and Warehousing.*

Besler Power Brake Control Valve

SERIES 61 permits air-suspended power brakes on trailers to be operated in conjunction with vacuum-suspended power brakes on tractor, and vacuum-suspended power brakes on trailer to be operated in conjunction with air-suspended power brakes on tractor. Also stops trailer automatically in case of a breakaway. Positive seal, poppet type design prevents pressure loss through leak off. Balance feature automatically synchronizes power application to correspond with operating valve movement and maintains any brake application until released or increased. Maker, Lathan Co., Inc. *Distribution and Warehousing.*

Wilco Offers Free Test Set of Valve Packings

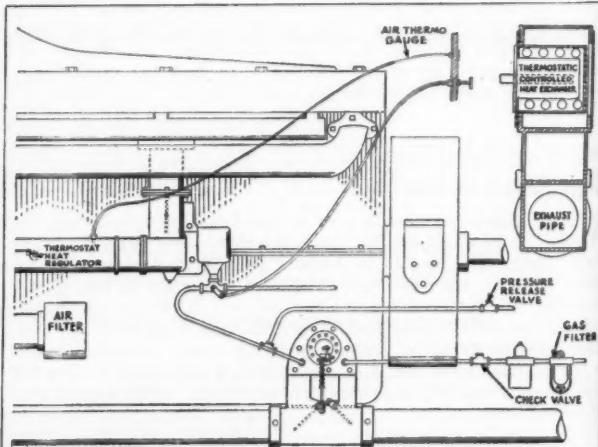
TO every recognized fleet owner operating his own repair shop the Wilkening Manufacturing Co. is offering free one complete set of the new Wilco valve stem packings to fit whatever motor vehicle is specified by the repairman.

In making this offer, the company states that the Wilco valve packings have made such an excellent record of performance and endurance since their introduction last December that it is desired to acquaint the greatest number of shopmen in the quickest possible time with their merits.

All that is needed is to write to *Distribution and Warehousing* on your company letterhead, ask for a sample set of Wilco valve packings, specifying the particular motor vehicle model for which they are needed, sign your name and your title, and the valve packings will be sent direct to you by the manufacturer. *Distribution and Warehousing.*

Fuel Oil Adapter for Gas Engines

CONVERTS a gasoline engine into a fuel oil burner. Equipment comprises an oil-preheating unit and a thermostati-



cally controlled hot air unit, all heat coming from the exhaust gases. The oil arrives from the vehicle tank through a filter and pump and passes through the oil pre-heater. While the engine is being started on gasoline, the heavy fuel line is shut off from the carburetor and the oil returns to the tank through a pressure release valve. A tube leads from the hot air line of the carburetor to a thermometer on the instrument board, and when this instrument shows 140 deg. fahr., the

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INSECTICIDES

Barrett Co.; 40 Rector St., New York, N. Y.
Carbide & Carbon Chemicals Corp.; 30 E. 42nd St., New York, N. Y. (Gas)
Cason Co.; 4250-56 No. Crawford Ave., Chicago, Ill.
Dethol Mfg. Co., Inc.; 922 E St., Washington, D. C.
Esh Chemical Co.; 2450 Indiana Ave., Chicago, Ill.
Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.
Gretsch Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
Liquid Carbonic Corp.; 3165 So. Kedzie Ave., Chicago, Ill.
Michigan Alkali Co.; 60 E. 2nd St., New York, N. Y.
Midway Chemical Co.; 5235-5259 W. 65th St., Chicago, Ill.
National Home Sanitation Co., Dept. AA, 627 First Ave., North, Minneapolis, Minn.
Potter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)
Wizard, Inc., 5235-5259 W. 65th St., Chicago, Ill.



POSITIVE METHOD OF INSECT CONTROL!

No insect, its eggs, larvae or pupae can survive fumigation with Proxate. Penetrates porous coverings...no odor, taint or residue. Not dangerous to humans...non-flammable...non-explosive. Easy to use. Write for Proxate Booklet
THE LIQUID CARBONIC CORPORATION
3165 South Kedzie Avenue, Chicago, Illinois

PROXATE

NAPHTHALENE FLAKES

Barrett Co.; 40 Rector St., New York, N. Y.
Gretsch Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
Getch Co., Walter M.; 630 W. Adams St., Chicago, Ill.
Idea Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
Michigan Tent & Awning Co.; 1022 W. Canfield Ave., Detroit, Mich.
New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.

IRON HORSE FURNITURE PADS

Always improving values
through nineteen years of
honest service.
Cut sizes 36 x 72, 54 x 72,
72 x 72, 80 x 72.
Write for prices and
samples.
Van Linings
Grand Covers Tietape
CANVAS SPECIALTY CO., Inc. 90 Grand St., N.Y.C.

The largest institutions are generally
the largest advertisers — advertising
made them large.

Fulco

FURNITURE PADS and TARPAULINS

The best buy in Furniture Pads on the market today! FULCO is the
superior pad with our unique new Gilt Edges and reinforced Fulco Gilt Edges
when using. You will find FULCO PADS the ideal economy for both truck
and warehouse use—give better protection—last longer.
Write today for 1936 prices on FULCO PADS, FULTEX and SHUREDRY
TARPAULINS (standard weather protection equipment for open trucks),
REFRIGERATOR COVERS, RADIO COVERS, BURLAP, and WRAPPING TWINE.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

PIONEER VAN PADS



Are more economical. Safer and
the surest travel insurance.

Made of new cotton and jute. Cov-
ered with heavy cotton drill and sig-
nig stitched to prevent slipping and
packing.

In addition to Van Pads there are
form fitting Pioneers to fit all pieces
of furniture. Cut size, 72" x 80".
Pioneer Van Pad \$23.00 per doz.

LOUISVILLE BEDDING COMPANY, Inc.

Preston & Market Sts.,
LOUISVILLE, KY.

Dreadnaught Pads

Cordially invite all their
friends to participate in their

Twenty-fifth Anniversary
1911-1936

One Pad Free

Twenty-five Dreadnaught Cross-
Stitched Pads for the price of two
dozen.

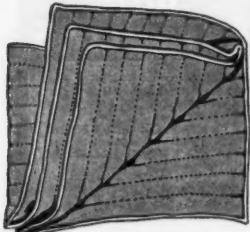
America's Largest Pad Manufacturers Since 1911

New Haven Quilt and Pad Co.

82-86 Franklin St. New Haven, Conn.

PADS (Canvas Loading)—Continued

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
Wagner Awning & Mfg. Co.; 2658 Scranton Rd., Cleveland, Ohio.
Western Felt Works; 4029 Ogden Ave., Chicago, Ill.



Tarpaulins
Truck Covers
Awnings

POWERS & CO. REED ST. 25TH TO 26TH PHILADELPHIA

POWCO FURNITURE PADS

CUT SIZE
 72 x 36"
 72 x 54"
 72 x 72"
 72 x 80"

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents ravelling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "bulging." Made with cotton filler gives extra thickness and permanent body.

Furniture Tape, 1/2" wide, Rolls of 27 yards.

PAPER PACKING MATERIALS

Ace Paper Co., Inc.; 127 Bleecker St., New York, N. Y.
Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.
Kimberly-Clark Co.; 8 S. Michigan Ave., Chicago, Ill.
Pilcher-Hamilton-Daily Co.; 348 N. Dearborn St., Chicago, Ill.
Pioneer Paper Stock Co.; 448 W. Ohio St., Chicago, Ill.

PAPER (Tar)

Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

PARTITIONS (Steel)

Edwards Mfg. Co.; 529 Egginton Ave., Cincinnati, Ohio.
Hauserman Co., E. F.; 6901 Grant Ave., Cleveland, Ohio.
Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.
Page Fence Assn.; Dept. Z, 520 N. Michigan Ave., Chicago, Ill.
Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.

PIANO DERRICKS AND TRUCKS

Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)
Iden Warehouse Supply Co.; 584 Washington Blvd., Chicago, Ill.
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

RACKS (Storage)

Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.
Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.
Medart Mfg. Co.; Fred; Pontiac & DeKalb Sts., St. Louis, Mo.

RECORDERS (Motor Truck)

Ohmer Fare Register Co.; 740 Bolander St., Dayton, Ohio.
Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.
Stewart-Warner Alemit Corp.; 1826 Diversey Blvd., Chicago, Ill.
U. S. Fare Recording Co., Inc.; 511 W. 54th St., New York, N. Y.
Veedor Mfg. Co.; 54 Sargent St., Hartford, Conn.

REFRIGERATION (Truck Body)

Fruehauf Trailer Co.; 10940 Harper Ave., Detroit, Mich.
(See advertisement elsewhere in this issue.)
International Carbonic, Inc.; 60 East 42nd St., N. Y. (Carbon Dioxide)
International Harvester Co. of Am.; 606 S. Michigan Ave., Chicago, Ill.
Liquid Carbonic Corp.; 3165 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)
(See advertisement elsewhere in this issue.)
Mack Trucks, Inc.; 25 Broadway, New York, N. Y.
Reo Motor Car Co.; 1331 S. Washington Ave., Lansing, Mich.

SAWS (Portable Machine)

Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
Leach, Ralph M.; 111 N. Seventh St., Philadelphia, Pa.
Leach Co.; 8, Main & Sixth Sts., Oshkosh, Wis.
Lippert Saw Co., E. T.; 608 Lincoln Ave., Millvale, Pittsburgh, Pa.
Onan & Sons, D. W.; 43 Royalston Ave., Minneapolis, Minn.
Skilsaw, Inc.; 2310 Elston Ave., Chicago, Ill.
Wallace & Co.; J. D.; 134 S. California Ave., Chicago, Ill.

SCALES

Dayton Scale Co.; Dayton, Ohio.
Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
Gaston Scale Co.; Beloit, Wis.
Standard Scale & Supply Co.; 412 First Ave., Pittsburgh, Pa.
Toledo Scale Co.; Toledo, Ohio.

SIGNALS

Turn Signal Corp.; 400 E. Rittenhouse Ave., Phila., Pa.

STENCIL CUTTING MACHINES

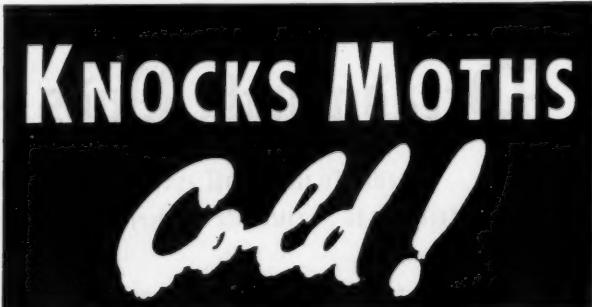
Bradley Mfg. Co., A. J.; 101 Beekman St., New York, N. Y.
Diagrap Stencil Mch. Corp.; 213 Clark Ave., St. Louis, Mo.
Ideal Stencil Mch. Co.; 22 Ideal Block, Belleville, Ill.
March Stencil Mch. Co.; 35 March Bldg., Belleville, Ill.

TIRES (Industrial Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
Goodrich Rubber Co., B. F.; Akron, Ohio.
(See advertisement elsewhere in this issue.)
Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.

TIRES (Motor Truck)

Firestone Tire & Rubber Co.; So. Main St., Akron, Ohio.
General Tire & Rubber Co.; E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
Goodrich Rubber Co., B. F.; Akron, Ohio.
Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.
(See advertisement elsewhere in this issue.)
Kelly-Springfield Tire Co.; 405 Lexington Ave., New York, N. Y.
Mohawk Rubber Co.; 1225 Second Ave., Akron, Ohio.
Heberling Rubber Co.; Akron, Ohio.
United States Rubber Co.; 1790 Broadway, New York, N. Y.



Use any tight space in your warehouse and liberal quantities of . . .

WHITE TAR NAPHTHALENE BALLS or FLAKES

Available in boxes, cartons, barrels.

Write for Prices Today!



**THE WHITE TAR COMPANY
OF NEW JERSEY, INC.**

(A Subsidiary of the Koppers Co.)

Belleville Turnpike

Kearny, N. J.

operator pulls out a knob on the dash, thereby operating a three-way valve which shuts off the gasoline and admits fuel oil to the carburetor.

Two fuel tanks are used with this system, for gasoline and fuel oil respectively, and each is provided with its own pump. The engine is started on gasoline, and the manufacturer of the device states that it is usually possible to switch over to fuel oil after about two minutes. The temperature of the air entering the carburetor can be controlled to suit atmospheric conditions and the characteristics of the particular fuel used. At the end of a period of running, the setting is changed back to gasoline for the next start. It is claimed that the engine idles well on fuel oil and can be restarted on fuel oil within a reasonable time after having been shut down. Maker, Nuway Engineering Corp. *Distribution and Warehousing.*

With First Quarter Billion Tires Completed, Goodyear Starts Second

WITH production of its first 250,000,000 tires completed, the Goodyear Tire & Rubber Co. has started on its second quarter-billion casings. President Paul W. Litchfield and other company officials assisted in the ceremonies as the tire bearing No. 250,000,000 was built up in the tire room and followed it down to the pits where it was cured.

"Back of the production of this quarter-billion tires lies the experience of 38 years," a Goodyear official said. "During that time Goodyear rose from a small concern to a position of dominance.

"Numerous changes have taken place in the field of transportation while these tires were being built—many of them due directly to tire innovations brought out by Goodyear. One good example is to be found in present-day truck operations. Until Goodyear introduced the first pneumatic tires for trucks, they were limited to speeds permitted by solid tires. Today, huge trucks carry heavy loads over long distances—thanks to the pneumatic tire."

These quarter-billion tires when stacked one on top of the other, would reach a height of 17,750 miles. Laid side by side, they would encircle the globe more than 4½ times, or nearly ½ the distance to the moon.

Converted into mileage, the 250,000,000 tires would equal 3,000,000,000,000 miles, or more than enough to make 60,000 round trips to the moon. If a single motorist, averaging 10,000 miles a year, attempted to wear out this enormous production, it would take 75,000,000 years. *Distribution and Warehousing.*

Look Out!

(Concluded from page 20)

the moment the brain flashes "STOP" until the foot is placed on the brake pedal. The truck has already traveled 44 feet toward an accident and the brake pressure has not yet been applied. At 40 miles per hour the *average* driver requires an additional 96 feet within which to bring his vehicle to a stop. That is the "braking distance" at 40 miles per hour. "Thinking distance" plus "braking distance" in this case is 140 feet. At 30 miles per hour the "thinking distance" is 33 feet, the "braking distance," 54 feet, total of 87 feet.

Realizing that a great many drivers fail to recognize the rapidity of movement at varying speeds in terms of feet traveled per second, the New Jersey Bell Telephone Co. recently devised a scheme designed to aid its drivers to determine the proper speed under varying conditions. The scheme is pictured on this page. A small dial mounted on the face of the speedometer indicates the average distance required to stop the vehicle at certain speeds under the best road conditions.

The distances shown on the dials are those compiled by the United States Bureau of Standards. They apply to *average* drivers.

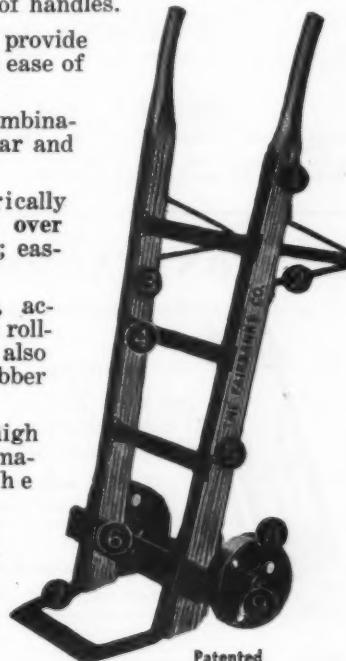
Now Skyscraper Strength in these new FAIRBANKS HAND TRUCKS

Just as the modern skyscraper is strengthened with STEEL, so is this new No. 9000 Fairbanks Hand Truck given added strength and durability with STEEL.

Note the following features:

1. Continuous well seasoned wooden frame for flexibility and strength; will not buckle or bend out of shape.
2. Formed steel legs and braces, for increased strength and stiffness.
3. Steel straps on both front and back of frame, providing extra strength, rigidity and durability.
4. Channel-shaped pressed steel cross bars set flush into top of wooden frame and rigidly bolted, eliminating mortising of handles.
5. Frame tapered to provide better balance and ease of handling.
6. Wide flat steel combination lower cross bar and wheel guard.
7. Separate electrically welded nose iron over the handle straps; easily replaced.
8. Semi-steel wheels, accurately bored for roller bearings. Can also be furnished rubber tired.
9. Oversize axles of high carbon steel add materially to the strength of truck.

Additional features and illustrations of trucks for practically every requirement shown in our catalog No. 955. Write for a copy.



Patented

THE FAIRBANKS COMPANY Manufacturers of Hand Trucks, Wheelbarrows and Valves

398 Lafayette St., New York, N. Y.

Boston, Pittsburgh—Distributors in Principal Cities

Factories: Rome, Ga.; Binghamton, N. Y.

Fairbanks HAND TRUCKS

TRAILERS (Motor Truck)

Fruenau Trailers Co.; 10036 Harper Ave., Detroit, Mich.
 (See advertisement elsewhere in this issue.)
 General Motors Truck Co.; Pontiac, Mich.
 (See advertisement elsewhere in this issue.)
 Herman Body Co.; 4420 Clayton Ave., St. Louis, Mo.
 (See advertisement elsewhere in this issue.)
 Highway Trailer Co.; Edgerton, Wis.
 Stoughton Co.; Stoughton, Wis.
 Trailer Co. of America; Slat and Robertson, Cincinnati, Ohio.
 Uttingy Mfg. Co.; Box 1407, Arcade Station, Los Angeles, Cal.

TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa.
 (All steel stevedore)
 Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill. (Lift, stevedore and platform)
 Bodine Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)
 Chase Fury & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.
 Colson Corp.; Box 550, Elyria, Ohio. (Platform and stevedore)
 Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)
 Fairbanks Co.; 398 Lafayette St., New York, N. Y.
 (See advertisement elsewhere in this issue.)
 (Lift, platform and stevedore)
 Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
 International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
 Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.
 Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)
 Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)
 McElroy Mfg. Co.; Liverpool & Metropolitan Sta., Pittsburgh, Pa. (Stevedore)
 Marion Malleable Iron Works; Box 589, 928 Miller Ave., Marion, Ind. (Dolly)
 Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
 Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.
 Nutting Truck Co.; 252 Kinzie St., Chicago, Ill. (Platform and stevedore)
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
 Self-Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
 Streich & Bro. A.; 318 Eighth St., Oshkosh, Wis.
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sta., Indianapolis, Ind.
 (Platform)

TRUCKS (Jack)

Colson Corp.; Box 550, Elyria, Ohio.

TRUCKS (Refrigerator)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
 R & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.
 Self-Lifting Piano Truck Co.; Findlay, Ohio.

The DAYTON CARRIER TRUCK

Deliver your Refrigerators
on Rubber

Will Not Mar—Speeds Delivery

Two sizes—Type X with 53 inch handles and
8 inch rubber wheels—Type Y with 70 inch
handles, 8 inch rubber wheels and skids.

Type X with one strap.....\$17.00
 Type Y with one strap..... 18.50
 f.o.b. Dayton

International Engineering Inc.

Dayton, Ohio 15 Park Row, N. Y.

**SELF-LIFTING
PIANO TRUCK CO.** **FINDLAY OHIO** **SINCE 1901**

Caster X-75 Truck
 Handles all refrigerator cabinets easily and safely without damaging cabinets, floors, walls and woodwork. Avoids injuries to workmen. All-steel, reinforced, welded construction. Rubber tired wheels. Ball-bearing swivel casters on one end eliminate lifting when guiding or making right angle turn in narrow hallways. Per set, \$39.50.

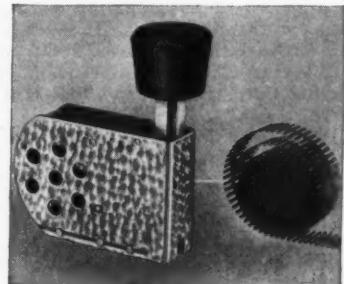
102 BALANCE REFRIGERATOR TRUCK
 Retractable wheels allow lifting and carrying all refrigerators, stoves, boxes, etc., in perfect balance. Strap provides hand-hold for stair work. Wheels in handles make ramps unnecessary. Only felt pads touch cabinet. \$23.00.

BUCKEYE SILL PIANO TRUCK
 Balances and turns without lifting. Handles uprights, grandas and baby grandas safely. \$39.

Paslode Tacker Holds 1,000 Staples

A NEW vest-pocket size stapler with a magazine which carries 1,000 staples in a single load and which, therefore, eliminates the inconvenience and time-waste of stopping to load after only a few staples have been applied.

The small compact size makes this tacker convenient for use



where it has to be carried around for stapling uses, such as tag-tacking, sign-tacking, etc.; special attachments are available for other uses. The device will drive staples into everything from cardboard to the hardest wood.

A light blow drives the staple securely into position. Unique features of mechanical construction eliminate the possibility of clogging. Price, \$7.50. Maker, Paslode Co. Distribution and Warehousing.

New Two-Speed Eaton Axle

ADDED to the line of Eaton Ruckstell 2-speed axles, this new unit has a 4.5 to 1 ratio and a 6.26 to 1 ratio. This new axle is particularly adapted for light, fast operations. The manufacturer claims for its product increased speed and greater power, reduced operating costs, savings in gas and oil, increased engine life and greater flexibility in traffic. Maker, Eaton Mfg. Co. Distribution and Warehousing.

Reportable Accidents Greatly Reduced

(Concluded from page 21)

miles, in fact the longest one, that from Houston to Dallas, is only 280 miles. When a driver pulls into a terminal point, he is relieved immediately and if his load is to continue to another city, the loaded trailer is switched to another tractor and a fresh driver continues the trip.

Every driver has his own piece of equipment for which he is responsible. Since he alone drives the truck assigned to him, he can keep his personal effects and things which make him comfortable on long trips in the cab of his truck.

In case of breakdowns on the road, each driver is required to stay with his truck and bring it in when the break is repaired. When such breaks occur and the driver is out for fourteen or fifteen hours through no fault of his own, he is granted an extended rest period when he reports in. These periods may be from fifteen to twenty-four hours long. Furthermore he does no Sunday work during a normal business period.

The danger of carbon-monoxide, one cause of sleepiness at the wheel, is not a problem to us because we keep the type of equipment which has eliminated this danger.

Further safety precautions are taught the drivers in our semi-monthly safety school presided over by a safety engineer of prominence.

Paint in Stick Form as Marking Chalk

REAL paint in stick form which is easily applied to any wet or dry surface and which will not run when applied to hot metals, is a new development for marking products and materials.

Markal is the name of this new stick paint which will make permanent markings on any hard-surface material. It is made in two types, one for cold marking, the other for hot marking.

For cold marking, this stick is used for marking all metals,



glass, cardboard, boxes, crates, lumber, building stones and blocks, etc.

This new stick paint dries and remains as permanent as any other high quality paint. There is no messiness or waste as with paint and brush marking.

For hot marking it is used on steel shapes, forgings, castings, etc. Marking is clear and permanent at any temperature from 300 to 1200 F. It does not run or flow while hot, or peel off after cooling.

Unusual economy is effected through the use of Markal for hot markings since none of the paint stick is thrown away. When the stick becomes short it can be instantly heat-welded to a new stick so that even the shortest stubs are used.

Black, white, red, yellow and blue sticks are furnished for cold marking, and white and yellow for hot. Marketed by Helmer & Staley. *Distribution and Warehousing.*

Barrett 1-Ton Checkless Lift-Truck

A NEW development in lift-truck design—a checkless lift-truck that is safe and easy to operate. This new Barrett ONE-TON is available to work with any type, make and size



skids. It can be had in 6, 7, 9 and 11 inch heights and either 18 or 24 inches wide. The length of the carrying frame ranges

VAULTS (Fumigation)

Haskelite Mfg. Corp.: 208 W. Washington St., Chicago, Ill.

WHEELS (Industrial Truck)

Divine Bros. Company: 101 Whitesboro St., Utica, N. Y.
Fairbanks Co.: 308 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)

International Engineering, Inc., 1145 Bolander Ave., Dayton,
Ohio
(See advertisement elsewhere in this issue.)

WORK SUITS AND UNIFORMS

Carnart-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.
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Hirsh-Wels Mfg. Co.; 205-209 Burnside St., Portland, Ore.
Isaac and Son, Wm.; 88 Bowery, New York, N. Y.
McDonald Mfg. Co., R. L.; Twelfth & Penn Sts., St. Joseph, Mo.
Motor Suit Mfg. Co.; 302 W. Ninth St., Kansas City, Mo.
Nunnally & McOra Co.; 104-6 Mitchell St., S. W., Atlanta, Ga.
Oppenheim Bros.; 1107 Broadway, New York, N. Y.
Scott Mfg. Co., Cyrus W.; Houston, Texas.
Star Overall & Uniform Mfg. Corp.; 65 Varick Ave., Brooklyn, N. Y.
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Adopt a standardized uniform
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than ordinary clothes.

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HART UNIFORMS ARE
BUILT FOR SERVICE

HART MFG. CO.
COLUMBUS, OHIO



from 24 to 72 inches, and the lift is 2 inches. The truck is designed to carry 2,000 pound loads.

The operation is safe and unique. For lifting loads there is no foot treadle to manually engage—it is all automatic. All you do is pull down on the handle and up comes the load. To lower the load you first step on the release treadle, then lower the handle to completely disengage the latch. From then on the load is controlled downward by the trucker through his grip on the handle. Easy and safe.

Four wheel construction—Hyatt equipped. All the latest improvements plus several new ones. Offered on a free trial basis. Maker, Barrett-Cravens Co. *Distribution and Warehousing.*

AC Develops New Type Oil Filter

A NEW oil filter which is said to be capable of cleaning oil and restoring its natural color has been developed by the AC Spark Plug division of General Motors, Detroit. The removable filtering element is composed of a ceramic development known as igneonite, a porous rocky substance which both filters and purifies the oil.

A much longer period between changes is claimed for the new product, and when discoloration appears it is only necessary to remove the top of the filter and replace the element. Oil lines remain connected at all times.

At present, the device is available only for trucks, but development of the passenger car model is virtually complete. *Distribution and Warehousing.*

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WAREHOUSE DIRECTORY



A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders and Terminals.

“Andy Says”

THE fact that the Bureau of Motor Carriers received requests late in May to suspend tariff rates of two motor truck lines would indicate that the provisions of the Motor Carrier Act are not mere wordage but are to be enforced as provided by the tenets of that Act. As time passes and more of these complaints are received, operators will recognize more certainly that a tariff filed with the I.C.C. is something more than a scrap of paper which they may own or disown, as convenience provides.

For supervision of operation to mean anything to anyone, each of these cases must be closely analyzed and proper action taken against the offending company. In that way only will the real benefits of supervision by the I.C.C. be accomplished.

WE have noticed more and more attention being given to the subject of handling and storing on the tonnage basis, and as T. E. Easterday of Chicago states: “... and in a number of instances for flat rates covering indefinite storage periods.”

This method, of course, upsets the general practices of the past but there are innumerable cases among the larger accounts where an economy to both warehouseman and shipper could be realized by using just such a method, and it behooves public warehousing as an industry to be open-minded on the subject, making a practical study of it and then passing on the saving to those whom it serves and depends on for its business.

In these days of changes and keen competition, no opportunity should be overlooked to protect the business you have and to find new ways of increasing the tonnages handled or stored.

AS this is written, not enough time has elapsed to get the full reaction of Prof. John H. Frederick's article in the May issue on “Property Taxes on Stocks in Public Warehouses.” However, arrangements have been made with Prof. Frederick to bring this data up-to-date twice each year in tabulated form, and to publish it in the July and January issues.

As to the May story, we have had several hundred reprints made for the use of warehousemen or distributors who will need extra copies. These can be obtained by writing for them.

The Greatest Need of the Cold Storage Industry

(Continued from page 7)

when Congressmen lambasted cold storage for "home consumption"; the days when Massachusetts appointed her famous Commission to put cold storage on the pillory (though it didn't do anything of the sort); the days before our first cold storage law was adopted. The hue and cry against cold storage was terrible, while the infant industry was doing its best to perfect the mechanics of temperature control and to give the people pure foods. Therefore, of my own experience, I know something of the disfavor of cold storage during the earlier years.

We all know that the hue and cry has died down.

Forty years of industrial improvement in refrigeration, aided by the pure food laws, have put to an end the scandals which furnished material for gossip and platform oratory. Scamps continue to operate, of course, in the food markets, whether their produce goes through cold storage or not; and yet, the old feeling is not so bitter. Indeed, at annual conventions, the executive secretary of the Association of Refrigerated Warehouses is able to report only two and three cases a year where a merchant or a restaurant appeals to the old prejudice by trying to belittle cold storage foods.

So much for the old bitterness. It is gone. The present generation, even our cold-storagemen, knows nothing of it.

The bitterness is gone; but the prejudice remains.

Housewives dislike the mention of "cold storage," although they are wholly unable to assign any reason for the reaction. Possibly their feeling is nothing more than a vague heritage from what they heard their mothers say thirty years ago.

More than half our States have strict laws that a placard must be displayed by the retailer to show "Cold Storage Goods Sold Here," but I defy you to unearth one such sign. For many years I have asked retailers about these placards—probably in every State with such a law. Only occasionally does he even know the law; he never had such a sign; or, if he had, it never was on display. No officer of the law thinks of enforcing the requirement—which, after all, is but a fossilized vestige of the furor over bad meat at Tampa during the Spanish War. The placard grew out of the bitter emotions long ago.

Education of Consuming Public

Yet, as we have said, a *prejudice* against cold storage does exist.

Nor would any one especially blame the cold storage industry for this aversion. Few businesses have suffered so much for no shortcomings of their own. And, for forty years, leaders within the industry have given much time, and made many trips to interview legislators, as they have been alert to prevent worse law-making. They have reasoned with office holders so effectively that hysteria has stopped short of "passing a law about it." In the face of deep prejudice, cold storage has added delicacies to the diet even of its enemies. It has become one of the greatest boons to civilization.

The industry has, however, been remiss. It has woefully failed to educate the consuming public in keeping with improvements of storage.

Undoubtedly its worst neglect of this duty was in the early 'twenties—those years after the war when over-capacity first began to bother profitable operations; those years, also, when new ideas as to dress

(Continued on page 47)

ARIZONA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
June, 1936

PHOENIX, ARIZONA

**The Lightning Moving &
Storage Co.**

**TRANSFER
AND
STORAGE**

Storage capacity 68,000 sq. ft. General receiving and forwarding agents. Pool car distribution our specialty.

TUCSON, ARIZONA

Tucson Warehouse & Transfer Co.

POOL CAR DISTRIBUTORS

FIREPROOF STORAGE

110 East Sixth Street Tucson, Arizona

FORT SMITH, ARK.

W. J. ECHOLS, Jr. W. J. ECHOLS J. MONTAGUE WILLIAMS
President Vice-President Manager
ARKANSAS WAREHOUSE COMPANY
General Merchandise Storage, Forwarding,
Pool Car Distribution.
55,000 Square Feet Floor Space.
Modern Fire Proof Building. Sprinkler Equipped.
Lowest Insurance Rate.
On St. Louis, San Francisco Railroad Reciprocal Switching.

LITTLE ROCK, ARK.



Commercial Warehouse Co.

801-7 East Markham Street
A Complete Branch House Service
Fireproof Sprinklered - Low Insurance
Private Railroad Siding - Quick Service



LITTLE ROCK, ARK.

Arkansas' Largest Warehouse
Merchandise—Household Storage



NEW TERMINAL WAREHOUSE CO.
LITTLE ROCK ARKANSAS

Member American Warehouses' Association
American Chain of Warehouses.

Absolutely
Fireproof
Low
Insurance
Rates
Pool Car
Distribution
Companies
for household
Goods



LONG BEACH, CAL.

STORAGE-TRUCKING
DISTRIBUTION
FREIGHT-MACHINERY
TRUCK CRANES
RIGGING



457 GOLDEN AVE. - P.O. BOX 237

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

LOS ANGELES, CAL.

**PLAY SAFE—
CONSIGN
SHIPMENTS
TO BEKINS**

BEKINS
VAN & STORAGE CO.
OPERATING WAREHOUSES
IN PRINCIPAL CITIES OF CALIFORNIA

LOS ANGELES, CAL.

EFFICIENT WAREHOUSING
and DISTRIBUTION

CALIFORNIA WAREHOUSE CO.
837 TRACTION AVE.



Specialist in Food Distribution

Sprinklered Concrete
Building
Central Location
Spur Tracks
Low
Insurance
Cartage
Service
Merchandise
Exclusively

LOS ANGELES, CAL.

"Sales Minded Service"

•CITIZEN'S WAREHOUSE•
DISTRIBUTION AND STORAGE.

1001 East First Street Los Angeles, California

 Not merely a "Point of Storage and Distribution" for your merchandise,
but Active, Dependable Citizens "Sales Service" A real Business Builder

LOS ANGELES, CALIF.

J. A. CLARK DRAYING COMPANY
Complete and efficient service in distribution, delivery
or storage of merchandise.

Franchise carrier between Los Angeles Harbor and the city of
100 Howard St., Los Angeles. 125 Santa Fe Ave.,
SAN FRANCISCO Established 1875 LOS ANGELES

LOS ANGELES, CAL.

AN "ASSOCIATED WAREHOUSE"

DAVIES WAREHOUSE COMPANY

GENERAL OFFICES: 164 SOUTH CENTRAL AVE.

First merchandise warehouse in Los Angeles—and STILL
the FIRST . . . Established 1893 . . . MORE THAN
ORDINARY SERVICE . . . We invite inquiries relative to
your warehouse problems.

MEMBERS: A.W.A. SINCE 1898 . . . C.W.A. . . . L.A.W.A.

LOS ANGELES, CAL.

316 Commercial Street

Los Angeles Warehouse Company
Household Goods and Merchandise

Consign your shipments for Hollywood, Beverly
Hills, and Los Angeles direct to us. We will insure
you satisfied customers. A complete service.

LOS ANGELES, CAL.

1950 S. Vermont Avenue, Los Angeles

LYON
VAN & STORAGE

SERVES CALIFORNIA



(Continued from page 45)

and diet were sweeping the world; those years when mechanical refrigerators for the home were turning people's thoughts to proper preservation of foods. That golden opportunity was overlooked. Now it is gone.

Today the need of the industry to educate the public is far more acute. No use to weep over the by-gone 'twenties. But, we have the future ahead. It is not too late to popularize cold storage, and in this manner create more demand for space and remove the stigma on cold storage products—wholly a *prejudice*, as the industry knows, but yet so real that cold storage foods command a *lower* price on the market whereas often they deserve a *higher*. Their quality often is superior to the so-called "fresh" produce but they are unable to profit from that fact.

Nor is education impossible.

One marvels at the simplicity with which General Foods Corporation and its "Birdseye" brand of quick-freeze products have side-stepped the stigma of cold storage. Think of it! General Foods was even so bold as to tie in the words "quick freeze" to its goods. If that isn't sticking out a placard of "Cold Storage Goods Sold Here," there never was one. General Foods took the problem in hand by frankly explaining in advertising and on packages all the advantages of freezing fish and meat and poultry and green vegetables while in prime condition and then laying them on the kitchen table with flavor undiminished.

What this one corporation has done so cleverly should be an object lesson to the whole industry!

"Cold Storage Keeps Them Good"

Or, do you remember that one apple broker who made a "killing" during the winter just passed? He persuaded fruit stands to push western apples in the eastern cities, giving special attention to the finer type of stand in lobbies and railway terminals where "best customers" are found. A conspicuous sign bore this information:

"These apples are grown under the most exacting conditions; the trees were pruned so that light and air and sunshine (which make the best fruit) can get at each apple. They are allowed to stay on the trees until ready to pick—the last ten days of ripening puts juice and character taste into the fruit. They are picked, and packed, with gloves so as to keep them clean and free from bruises by the growers."

A lady inquired of the salesman: "But aren't they cold storage?"

"Sure," was the quick rejoinder. Then he looked her over, before adding, "Lady, you know cold storage helps an apple. If these hadn't been stored, all the spraying and gloves would be wasted; every apple would be rotten at the core. Cold storage, madam, *keeps* them good."

No. Cold storage, along with pre-cooling and humidity controls, make possible the varied diet of America.

This is understood by the industry and by all those trades which store their product. It is not sensed by the people at large. Today they are buying cold storage foods, and eating them, without being aware of their "history." But, if the industry wants greater volume in store and if it desires a wider range of commodities to handle, it owes it to its own future to popularize cold storage. Then, but not until then, the public will not shudder at the suggestion of "cold storage." It will accept the label as a mark of better quality and prime condition brought closer to the dinner table.

A whole gospel of cold storage benefits lies concealed in one sentence of those apple placards, where it is stated that "they are allowed to stay on the trees until ready to pick." The industry knows—but, alas! the con-

(Continued on page 48)

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

LOS ANGELES, CAL.



METROPOLITAN WAREHOUSE CO.

Merchandise Warehousing

and Distribution

U. S. Customs Bonded

Reinforced Concrete Sprinklered Building

Centrally Located in Metropolitan Area

Fire Insurance Rate 11.7 Cents

1340-1356 EAST SIXTH STREET

LOS ANGELES

MEMBER

ALLIED DISTRIBUTION, Inc.
1525 Newberry Ave. 11 West 42nd St.
Chicago, Ill. New York City

LOS ANGELES, CAL.

Overland Terminal Warehouse

Ninth and Alameda Sts.

General Merchandise Storage

U. S. Customs Bonded Storage

Cool Room Accommodations

"Vacufume" Process of Fumigation

MANAGED AND OPERATED BY

CROOKS TERMINAL WAREHOUSES

CHICAGO 419 W. Harrison St.

NEW YORK 76 Beaver St.

KANSAS CITY 1104 Union Ave.

CALIFORNIA'S MOST MODERN WAREHOUSE
SERVED BY THE UNION PACIFIC

LOS ANGELES, CAL.

MERCHANDISE
STORAGE AND
DISTRIBUTION
DRAYAGE
CYANIDE FUMI-
GATION
BROKERS' OFFICES
SECRETARIAL
P.B.X.
FINANCING
SERVICE



Pacific Commercial Warehouse, Inc.
923 East Third St. Los Angeles, California
SPECIALIZING IN STORAGE AND DISTRIBUTION
OF FOOD PRODUCTS

Represented by NATIONAL WAREHOUSING SERVICE
519 W. Roosevelt Road Chicago, Ill.

LOS ANGELES, CAL.

We solicit Your Shipments and
Pool Car Distribution

PRUDENTIAL STORAGE & MOVING CO.

1619 SOUTH VERNON AVE.
FIREPROOF WAREHOUSE FOR HOUSEHOLD GOODS
Members: California Van & Storage Association
National Furniture Warehouses' Association

LOS ANGELES, CAL.

1817-1825 INDUSTRIAL STREET

Star Truck & Warehouse Co.

COMPLETE FACILITIES

EFFICIENT SERVICE

Storage

Distribution

Drayage

Represented by Distribution Service

340,000 Square Feet
New York

58 Motor Trucks
Chicago

San Francisco

LOS ANGELES, CAL.

UNION TERMINAL WAREHOUSE

General offices, 737 Terminal St.

Free and U. S. Customs bonded storage. The largest, most complete and efficient Warehouse and Distribution Service in the West. Insurance Rate as low as 11.8 cents per \$100 per year. Daily motor truck service to all parts of the city and Los Angeles Harbor.

LOS ANGELES, CAL.

Make Westland Warehouses

Your Distribution Headquarters
in So. CaliforniaMember, A. W. A.
C. W. A., L. A. W. A.

Write for Booklet

L. A. Junction Ry.
ServiceWestland
Warehouses, Inc.
4814 Loma Vista Ave.,
Los Angeles, Calif.
Room 1305
38 So. Dearborn St.
Chicago, Ill.

OAKLAND, CAL.

OAKLAND WAREHOUSE TERMINALS

18TH & CAMPBELL STS.

OPERATED BY MERCHANTS EXPRESS CORP.

SAME OWNERSHIP AS

Southern Pacific Terminal Warehouse

4TH & BERRY STS., SAN FRANCISCO

OPERATED BY WALKUP DRAYAGE & WAREHOUSE CO.

Modern buildings with lowest insurance rates and largest fleet of motor equipment in the bay area.

Most complete and efficient transbay service. Exclusive contracts all railroad store door services.

STORAGE & POOL CAR DISTRIBUTION OF
FURNITURE AND MERCHANDISE

MEMBER AWA

SAN FRANCISCO, CALIF.

J. A. CLARK DRAYING COMPANY

Complete and efficient service in distribution, delivery or storage of merchandise.

100 Howard St.,
SAN FRANCISCO

Established 1875

125 Santa Fe Ave.,
LOS ANGELES

(Continued from page 47)

sumer does not—the pre-cooling and controlled refrigeration have improved the quality of every fruit and vegetable coming to market through that one step. "Picked green" in order to ripen en route to market is disappearing. Today, produce ripens on the vine or tree or in the ground, is then picked "ripe" with all its juice and taste, and is brought to a market in A-1 condition.

Just so soon as Mrs. Consumer is educated to appreciate this difference, she will buy intelligently. Wilted green stuff, under-ripe fruit "doctored" to deceive the eye, eggs "bought from a farmer" and butter "made right here at home"—will no longer get premium prices. She will break down the unclean retailer. She will know the truth: namely, that two or three days' ordinary handling of so-called "fresh" produce brings greater deterioration than six months of up-to-date handling through pre-cooling and cold storage. As it is, she is paying the highest price, quite often, under a misconception—and solely because of that old *prejudice*. Not until cold storage is popularized will the twisted emotion of consumers correct itself.

Unfortunately for this educational work, cold storage has no visible commodity to sell. The industry can not offer a "sample for trial" for a penny postcard; it can not display "special price for today only"; and it can not get "display" on the dealer's counter. Cold storage is a service—merely a step in bringing food from farm or sea to the home. It is the experience of the Institute of Poultry Industries—in its work of educating the consumer to prefer storage eggs and poultry—that "there has grown up about cold storage a mystery and a feeling that it is a questionable practice that is somehow being put over on them and against which they are defenseless."

Begin With the "Key" People

The educational work should begin with "key" men and women. It is most effective and least expensive to reach them first—such persons as teachers of home economics and food demonstrators; speakers and writers on food marketing; food department editors of magazines and newspapers. This latter group, especially, are a most profitable "key" for the food manufacturers, who keep them supplied with material in convenient form for "copy" for their daily columns. It is probably needless to state that a modern food manufacturer sets up a department for no other purpose than to supply just such information regularly. Much of the "food hints" of your favorite paper originate with the manufacturer.

Cold storage sorely needs to educate the consuming public. I am myself of the opinion that paid advertising is not the first requirement—as, for instance, it was with the merchandise warehouses. Before advertisements will win, the old *prejudice* must be wiped out. In order to be effective, some cooperative plan is necessary not so much for financing the project, although that must be faced, as for getting all cold storagemen to contribute their bit to the campaign.

Three general appeals are available:

1. Education of the public.
2. Familiarity with cold storage.
3. Attention-getting devices.

Education of the public may have little or no immediate value or identifiable results. The indirect benefits are immense, as the Institute of poultry industries and the canners' associations have discovered. Education slowly builds good-will. It puts the public in a proper frame of mind to accept cold storage products. In this very field, the makers of mechanical home refrigerators in twelve years have transformed the households of an entire country; they have rebuilt hotels and dining cars; they have compelled apartment house owners to

(Continued on page 51)

SAN FRANCISCO, CAL. CONSIGN TO
DE PUE
WAREHOUSE CO.
FIRST AND BRANNAN

SAN FRANCISCO, CALIF.
FARNSWORTH & RUGGLES
(Established in 1859)
109 DAVIS STREET
WAREHOUSING GENERAL MERCHANTS
Pool Car Distribution Motor Truck Fleet
Terminal at First, Brannan and Federal Streets
In the heart of the shipping district

SAN FRANCISCO, CALIF.
GIBRALTAR WAREHOUSES
201 CALIFORNIA ST.
OPERATED IN CONJUNCTION WITH
OVERLAND FREIGHT TRANSFER CO.
AND
TILDEN SALES BUILDING

SAN FRANCISCO, CALIF.
CONSIGN TO
THE HASLETT WAREHOUSE CO.
280 Battery St., San Francisco
Operators of the most complete warehouse and distribution system in the
San Francisco Bay area.
STORAGE—CARTAGE—COLD STORAGE (OAKLAND)
FIELD WAREHOUSING—FAST TRANSBAY DELIVERY SERVICE
S. M. HASLETT, President
Member American Warehousemen's Assn.
Member American Chain of Warehouses, Inc.

SAN FRANCISCO, CAL.

A Complete Service for the Warehousing and Distribution of General Merchandise
Warehousing, Distribution, Draying, Office Accommodations, Telephone Service. Space for Lease
San Francisco Warehouse Co., 625 Third Street
Member: American Warehousemen's Association
Distribution Service, Inc.

DENVER, COL.

We offer a complete service—Merchandise and Household Goods Storage, Pool Car Distribution, Moving, Packing and Forwarding.
We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.
Connections with Interstate Truck Lines to Principal Cities.
Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers
The WEICKER TRANSFER & STORAGE CO.
1700 Fifteenth Street
DENVER COLORADO
Member of N. F. W. A.—A. C. W.—A. W. A.

PUEBLO, COLO.
BURCH WAREHOUSE AND TRANSFER CO. INC.
General Office and Warehouse
200 SO. SANTA FE AVENUE
Modern Sprinklered Fireproof Building
Freight Forwarding and Distribution
Household and Merchandise Storage
PACKING AND SHIPPING
Member of N.P.W.A.—A.W.A.—Colo. W.A.

BRIDGEPORT, CONN. E. G. Mooney, Pres. J. G. Hyland, Mgr.
Hartford Despatch and Warehouse Co.
1337 Seaview Avenue
STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE DOCK AND RAILROAD SIDING. SPECIAL FACILITIES FOR MOVING. PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND HARTFORD, CONN.
Member of A.W.A., N.F.W.A., A.C.W.A., A.F.L.

GREENWICH, CONN.
DRINKWATER SONS, Inc.
Offices
NEW CANAAN, CONN. 122 RAILROAD AVE.
BEDFORD, N. Y. 2 WAREHOUSES
PORT CHESTER, N.Y. STORAGE, MOVING
50 Years in Business
Member N.F.W.A., C.W.A.

HARTFORD, CONN.
BOAT LINE WAREHOUSE CO., INC.
Located on the Connecticut River
18 Van Dyke Ave.
General Merchandise Storage and Distribution
Direct Water, Rail, and Truck Connections
Barge Shipment Facilities
Member of Conn. W. Assn.—Hartford Chamber of Commerce.

HARTFORD, CONN. E. G. Mooney, Pres. J. G. Hyland, Mgr.
Hartford Despatch and Warehouse Co.
252 Asylum Street, Hartford, Conn.
STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND BRIDGEPORT, CONN.
Member of A.W.A., N.F.W.A., A.C.W.A., A.F.L.

NEW HAVEN, CONN.
M. E. Kiely, Mgr.
DAVIS STORAGE COMPANY
335 East St., New Haven, Conn.
Modern Fireproof Merchandise Warehouse.
Private seven-car siding, adjacent to Steamship and R. R. Terminals.
Pool and stop over cars distributed.
Motor Truck Service to all towns in Connecticut.
Low Insurance Rate. Prompt, Efficient Service.

NEW HAVEN, CONN. AN ASSOCIATED
'STORAGE and DISTRIBUTION

Established 1860
Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.
THE SMEDLEY CO.
165 Brewery St., New Haven, Conn.
Members: A.W.A., N.F.W.A., C.W.A., A.W.I.A., M.T.A.
of C. New Haven Chamber of Commerce,
Hauling member Allied Van Lines, Inc.



CONNECTICUT

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
June, 1936

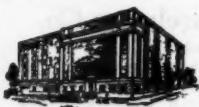
NEW HAVEN, CONN.



PAUL A. DAHLGARD, Owner

West Haven Trucking Company
Storage Warehouses
 Offices, 435 Congress Ave.
 Household Goods, Storage, Packing,
 Shipping, Receiving

WASHINGTON, D. C.

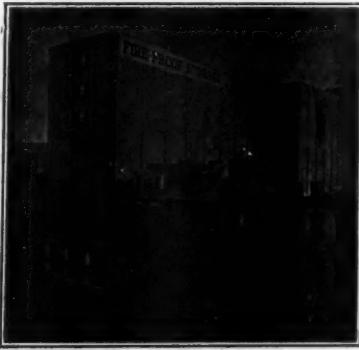


E. K. MORRIS, President

**FEDERAL STORAGE
COMPANY**

1707 FLORIDA AVENUE
(See Page Advertisement Directory Issue)

WASHINGTON, D. C.

*Absolutely
Fireproof***MOVING
PACKING
SHIPPING**Pool Car
Distribution
General HaulingMerchants Transfer & Storage Co.
520-522 E. St., N. W.

WASHINGTON, D. C.

SHIPMENTS DELIVERED AT CURRENT RATES IN WASHINGTON
AND VICINITY

Security Storage Company

OF WASHINGTON

Capital, Surplus and Reserves over \$1,200,000.

Security (steel) lift vans for overseas shipments. Door to door rates quoted, both to and from Europe and South America. All risk insurance if desired.

1140 Fifteenth Street, Washington
31 Place du Marche St. Honore, Paris

WASHINGTON, D. C.

**Modern
Fireproof
Building**LONG
DISTANCE
MOVINGPACKING
STORING
SHIPPING**SMITH'S**

Member—Mayflower Warehousemen's Association



TRANSFER & STORAGE CO., INC.
1313-15-17-19-21 14th Street, N. W.
Member—Mayflower Warehousemen's Association

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

WASHINGTON, D. C.

**GENERAL MERCHANDISE
STORAGE**

Pool Car Distribution—

City Delivery Service

Direct Switching Connections into Warehouse
Pennsylvania Railroad

**TERMINAL REFRIGERATING &
WAREHOUSING CORPORATION**

4th and D Streets, Southwest

Member of A. C. W.

WASHINGTON, D. C.

W. E. EDGAR, Supt.

**THE TERMINAL STORAGE COMPANY
OF WASHINGTON**

First, K and L Streets, N. E.

Large buildings of modern construction, total floor area 204,000 square feet, of which 109,000 square feet is of fireproof construction.

Storage of general merchandise.

CONSIGN SHIPMENTS VIA B. & O. R. R.

Heated rooms for protection against freezing.

Member of American Warehousemen's Association

WASHINGTON, D. C.

Established 1901

**UNITED ★ STATES
STORAGE COMPANY**

418 10th Street, N. W.

We Reciprocate Shipments

(See Advertisement in Directory Issue, page 111)

Member of N.F.W.A.—W.W.A.

JACKSONVILLE, FLA.

FLORIDA'S LARGEST WAREHOUSE

UNION TERMINAL WAREHOUSE COMPANY

East Union and Ionia Streets

Merchandise Storage—Custom Bonded—Pool Car Distribution
Reconsigning—Trucking Services—Trackage 52 Cars

Reinforced Concrete—Sprinkler System

Insurance Rate 20 Cents

Rental Compartments—Sub-Postoffice, Western Union Tel.

Member A.W.A.—A.C.W.—I.W.A.

JACKSONVILLE, FLA.

VANN WAREHOUSE COMPANY, INC.

242 E. Bay Street

Jacksonville, Fla.

Merchandise Storage—Cold Storage—Pool Car
DistributionBuilding is centrally located, brick and concrete construction, equipped
with sprinkler system and served by Soo Ry., G.S.&F. Ry. and St. Johns

River Terminal Co. Low Insurance Rate.

Member of Jacksonville's Warehousemen's Association

MIAMI BEACH, FLA.

Washington Storage Co., Inc.

1001 Washington Avenue

Moving—Packing—Shipping—Storage

Members NFWA, SOWA

The
New England Maple Syrup Producers

select their

COLD STORAGE WAREHOUSES

from the pages of this magazine

(Continued from page 48)

modernize or lose tenants. Yet all has been "education." The public good will became, then, a tool for the salesman to use.

Familiarity with cold storage will result from repetition of its "story." Familiarity is possible only when there is a lot of publicity. One telling of why cold-stored fruits are superior to some of the so-called "fresh" will get nowhere. The story must be repeated again and again, not only to "key" people but also to the rank and file of consumers.

Attention-getting devices are legion in number.

One simple plan that I shall never forget used me as a medium once a week for nearly two years. I was, at the time, a member of an advisory committee in the coal mining industry. Twelve of us met each Monday in Washington for nearly two years. At the opening of each session the secretary shot around the table the question: "What train out of town tonight?" He jotted down the replies. Then, as each of us passed through the Union Station that evening we stopped at a certain spot close to the Information Desk where a clerk handed us an envelope. If in a hurry that was the end of the matter; often, however, the secretary himself would be there for a parting bit of interchange.

In the envelope? A "release" for the newspapers in the home city of each of us twelve. Undoubtedly the "releases" were prepared in advance of the day's meeting, but after the session some angle of "attention-getting" news was worked up into an "interview" for the reporters. Mine, as an example of all, would have my name in the opening paragraphs, usually stating that I had just attended the meeting and then proceeding to give what would make a column or two of news. Remember, too, that this was about the most drab business in the whole business world: coal. But it was at a time when the public was aroused over "coal barons" and the unprecedented "high prices" for fuel. We were in an uncomfortable fix in the industry. The "releases" were for the purpose of allaying public clamor and slyly furnishing facts to explain the situation.

Why should not a convention of apple growers or poultrymen, or cold storage warehousemen, get attention by the same method? Atlantic City, last February, made every warehouseman "take notice" at that startling exhibit of Frosted Foods. What a chance to "release" to four hundred newspapers some news about cold storage, based on that single exhibit! Every year, at the same conventions, the report on research contains the kernel of interesting publicity—not of course worded in the technical sentences as read in the reports but properly dressed up for popular reading. No regional cold storage meeting lacks some "news" item of the same sort. The industry is fairly overrun with highly "interesting" developments about food—the most absorbing matter in the life of Mrs. Consumer. But, as it is, these developments are locked up in the memories of the few hundred men who attend the meetings. Captain Kidd himself was no more secretive about the hiding places for his treasure!

Or, consider this missed opportunity! On March 12 The Associated Press under a Chicago date line carried the following news item, which was buried into 13 lines of type in the financial "markets" page of metropolitan newspapers:

NOT A STORAGE EGG IN CITY

Warehouses in Philadelphia Empty First Time in Many Years

CHICAGO, March 12 (AP).—Not a single egg remained in storage warehouses in Philadelphia at one time today, the Bureau of Agricultural Economics here reported.

Traders on the Chicago Mercantile Exchange said it was the first time in many years that the egg box in the Quaker city had been empty.

Sixty-six cases were taken out of Philadelphia warehouses yesterday. A year ago 9,933 cases were in storage there.

(Continued on page 52)

TAMPA, FLA.

"Your Tampa Branch House"

GALDWELL BONDED WAREHOUSES INCORPORATED

MERCHANDISE

Storage & Distribution
Fireproof Buildings
Waterfront Ware, and
Private Decks

U. S. CUSTOMS

Bonded Storage.
Government Storeroom
retained permanently.
Normal temperatures for
Wines and Liquors.

HOUSEHOLD

Moving & Storage Agents
Auto Mayflower Transit
Co.
National Long Distance
Movers.

Members Mayflower Warehouses Assn.

TAMPA, FLA.

Let "The Safest Place in Tampa" Serve You in "The Land of the Sun"



MERCHANDISE
STORAGE
POOL CAR
DISTRIBUTION

Tampa is the logical
port from which to
serve all of Florida.

Lowest Average
Freight Rates.
Best Service.

Carry Your
Furniture
AT



HOUSEHOLD GOODS
STORAGE
MOVING—PACKING
SHIPPING

LEE TERMINAL

AND WAREHOUSE CORPN.

TAMPA, FLA.

Responsible by Distribution Services

NEW YORK—CHICAGO SAN FRANCISCO

TAMPA, FLA.

WILLIAM J. EYE, Manager

WAREHOUSE, INC.

BONDED

CARLOAD AND COMMERCIAL STORAGE
POOLED CAR DISTRIBUTION

Morgan and Water Streets, Tampa, Florida

ATLANTA, GA.

BONDED SERVICE WAREHOUSE

432-434 Marietta Street

BONDED
FIREPROOF STORAGE
MERCHANTS
AND HOUSEHOLD GOODS
POOL CAR DISTRIBUTION

ATLANTA, GA.

BONDED

General Warehouse & Storage Co., Inc.

272-274 Marietta St., Atlanta, Ga.

Consigned stocks handled for Manufacturers

Remittance made day received

Store door delivery—Re-packing—Re-shipping

MERCHANTISE DISTRIBUTION

Sprinkler System—R.R. Trackage—Pool Car Distribution

ATLANTA, GA.

"Atlanta's Largest"

MONROE BONDED WAREHOUSES

Invested Capital \$325,000

Lowest Warehouse Insurance Rate in Atlanta

MERCHANTISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses

A. D. T. Service Member: A. W. A.

GEORGIA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
June, 1936

AUGUSTA, GA.

AIKEN, S. C.

F. L. Harrison, Pres.

RELIABLE TRANSFER CO.

General Merchandise Storage and Distribution
Household Goods Storage, Packing, Shipping
Pool Car Distribution
Direct R.R. Siding A. C. L., C. & W. C. R.R.

SAVANNAH, GA.

Savannah's only bonded warehouse

SAVANNAH BONDED WAREHOUSE & TRANSFER COMPANY.

BAY STREET EXTENSION & CANAL

Post Office Box 1187

General Storage—Distributors—Resigning
Custom House Brokers—Custom Bonded
Regular steamship service from principal
Eastern, Western & Gulf ports—track
connections with all rail and steamship lines.

R. B. Young, President.

Members—A.W.A.—A.C.W.—So.W.A.



HONOLULU, HAWAII

WHEN SHIPPING GOODS TO
HONOLULU

consign to us and the same will be given our best attention.
Modern Concrete Warehouses. Collections promptly remitted.
Correspondence solicited.

CITY TRANSFER COMPANY
Cable Address: LOVERINO, HONOLULU

BOISE, IDAHO

Selling Services Arranged

BOISE COLD STORAGE COMPANY

Merchandise Warehousing & Forwarding
Negotiable Warehouse Receipts Issued
Pool Car Distributors

304 S. 16th St. P. O. Box 1656 On U.P.R.R.

CHICAGO, ILL.

MODERN WAREHOUSES
UNIQUE IN CHICAGO!
CENTRALLY LOCATED

UNION FREIGHT STATION
UNDER SAME ROOF

SEARCHED
VACUUMED

Central Storage
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2001 West Pershing Road
Telephone: LAFayette 5628

CHICAGO, ILL.

Combine your Chicago Office
and your Warehouse

at ANCHOR. The best

location in Chicago—across the street from Tribune Tower and
only three minutes from the loop.

You will find here every facility for the efficient storage and distribution of your merchandise.

Re-shipping facilities second to none—direct tunnel connection with all railroads eliminating cartage. Private switch on C&NW Railway—delivery platform inside the building—private dock on Chicago River outside all bridges—lighterage connection with rail lines eliminating switching delays.

ANCHOR STORAGE CO., 218-229 East North Water Street

CHICAGO

Represented by

DISTRIBUTION SERVICE, INC.

CHICAGO, ILL.

W. F. CARROLL, Pres.

J. J. BARRETT, Gen. Mgr.

EMPIRE
MAINTAINS A
STANDARDIZED SERVICE

LONG DISTANCE REMOVALS
PACKING AND SHIPPING BY RAIL
STORAGE FOR HOUSEHOLD GOODS AND MERCHANDISE
(CITY-WIDE SERVICE)

EMPIRE WAREHOUSES, Inc.

General Offices: 5153 Cottage Grove Ave., CHICAGO-ILLINOIS

(Continued from page 51)

What a God-given chance to get on the front page a "story" about cold storage eggs! But, no one in the industry has the job of "educating" the people. A ready-made, and convincing, bit of publicity—costing not a red cent—was lost. The news was printed, inconspicuously, among the market reports, where the only people to see it knew the facts a day earlier when it came over the ticker tape.

"Educating" the public means nothing else in the world but "letting them know about" cold storage. The program is merely the art of winning public good-will.

The routes to this end are:

Daily newspapers.	Sunday papers.
Weekly newspapers.	Posters.
Trade publications.	Contests.
General magazines.	Demonstrations.
Lectures.	Motion pictures.
Exhibits.	Radio.
Books.	Letters and telegrams.
Pamphlets.	Personal contacts.

Not everything can be done at once.

The prejudice has swayed consumers' buying for forty years and more. Over-capacity in cold storage began immediately after the War; it was a problem of the industry long before depression added special difficulties. The campaign to popularize cold storage need not be completed in 1936! For best results, time is essential. In some ways a slowly rising popularity will be of more value than a wave of emotional support.

The weakness of the situation is that no start has been made. At the Cincinnati convention, January of 1933, Mrs. Snyder told a stirring story of what an allied industry had done. At the following convention in St. Louis, the chairman of the Institute of American Poultry Industries urged upon cold storage "Let's be Sensible"; but, in the trying months of code-making that followed, nothing came of it.

(Continued on page 53)

CHICAGO, ILL.



DOWNTOWN WAREHOUSE

Most Centrally Located
2 Blocks from New Union Station
CANAL &
HARRISON STS.
Tunnel and Trap Car
Service

CROOKS TERMINAL WAREHOUSES

CHICAGO

NEW YORK OFFICE: 76 BEAVER STREET

KANSAS CITY

SOUTH SIDE WAREHOUSES

5801-5967 West 65th St.

Capacity 1200 Carloads
Insurance Rates as Low as 12c.



Also operate three modern warehouses in Kansas City and the
Overland Terminal Warehouse Company at Los Angeles, California.

LIBERAL LOANS MADE ON STAPLE COMMODITIES

(Continued from page 52)

Cornell University takes certain classes through cold storage plants each year. A few other colleges do the same. One or two normal schools have made feeble attempts to "educate" the teachers-to-be during the years of their training.

Women's Clubs and Students

A few warehousemen, forward looking in the industry, invite women's clubs, parent-teachers' associations, high school classes and the "Y" cooking-school classes, groups sponsored by local newspapers' food editors, and similar groups, to see for themselves what cold storage does for food.

They find that the fall of the year is a good time, because then there is the largest variety of food in store. They learn, too, that it is essential that the warehouseman, or his guide, shall tell the "story" of cold storage with enthusiasm and bring out the vital facts. It is flat failure simply to throw open a door into a storage room and announce: "Here is where we keep apples—80,000 bushels of them," and then shut the door and go to the next room. One man has found it makes the women crowd and shove when he opens a can of frozen eggs. Then he has a chance to explain the use of eggs-out-of-shell in bakeries and other industries. He breaks open a case of frozen broilers and tells the story so interestingly that a dozen women try to buy one on the spot and carry it home in a newspaper bundle.

In one room it is simple to arrange an attractive exhibit of the various cold-storage foods, to be inspected at leisure after the tour of the house. (Have you forgotten how the storagemen elbowed for a front place at Atlantic City a few months ago?)

A buffet luncheon, using some items out of the house,

(Concluded on page 55)

CURRIER-LEE
Answers..

THE FINANCE PROBLEM OF WAREHOUSING



Currier-Lee's well established reputation, built up through years of business relations with leading financial institutions in the Chicago area, enables us to obtain CASH LOANS against staple merchandise stored within our walls—a service making it possible for you to carry huge reserve and surplus stocks WITHOUT TYING UP too much capital. We issue negotiable receipts against merchandise stored with us—paper good as collateral for substantial loans from any banking institution in Chicago. Consider this extra service when choosing warehousing facilities. For complete details write for illustrated literature—CURRIER-LEE ANSWERS your distribution and storage problems.

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General Offices 427 W. Erie St., Chicago, Ill.



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Accessible Location.
Medium Warehouses.
Excellent Shipping
Facilities.
Delightful Offices.
Special Equipment.
Economical Service.
No carriage expense on
outbound L. C. L.
Freight.
1455 W. 37th St.

DIETRICH
WAREHOUSING
COMPANY
1455 W. 37TH ST.

CHICAGO, ILL.

Member A. W. A.

COMPLETE WAREHOUSING
AND DISTRIBUTING SERVICEGRISWOLD-WALKER-BATEMAN
COMPANY

1525 Newberry Ave. Chicago

Modern buildings strategically located. Direct trackage connections with C&NW, B&O, Soo Line, PM, CGW, and B&OCT (belt line connecting all RR's). Trap car reshipping. Motor truck deliveries. Long distance motor transportation. Guardite fumigation protection. U. S. Customs Bond. Office facilities.

Details of this complete service are described in a booklet "The Way to Distribution"—Write for your copy.

CHICAGO, ILL.

RALPH J. WOOD, Pres.

MORRISON C. WOOD, Pres.

For Shipments to the South Side's Finest Residential Districts
CONSIGN TO

The Lincoln Warehouse Corporation

Main Office and Warehouse—4259 Drexel Boulevard

"43 Years of Distinctive Service"

Personal attention of executives to customers. Collections promptly remitted.
Member N.F.W.A.

Service that meets today's distribution needs—backed by more than 25 years experience.

RAILWAY TERMINAL & WAREHOUSE CO.

444 West Grand Avenue, Chicago, Illinois

ONTARIO WAREHOUSE CO. 425 WEST ONTARIO STREET

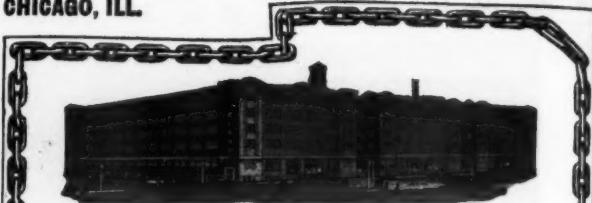
Two warehouses close to the Loop • Direct railroad connections • Office and warehouse space to rent • U. S. Customs Bonded Storage • Loans on standard merchandise • Low in-

surance rates • Direct tunnel service • Special facilities for the storage of wines.

Write for information on services to meet your individual needs.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

CHICAGO, ILL.



MIDLAND

Offers

LARGE AND SMALL SHIPPERS
THREE MODERN MERCHANDISE
WAREHOUSES

at

CHICAGO

With convenient locations

For Local Trade.

With excellent transportation facilities

for National Distribution

Chicago Junction In and Out-bound Union Freight Station—direct connections with thirty-eight railroads, no trap car, tunnel or cartage service or charges on in or out-bound LCL shipments. Receiving stations of Express, Freight Forwarding, Electric and Boat Lines on premises.

With a complete warehouse organization

fully equipped to handle merchandise rapidly and economically

Let Us Quote on Your Requirements

MIDLAND WAREHOUSES, INC.
1500 SOUTH WESTERN AVENUE,
CHICAGO, ILL.

CHICAGO, ILL.

"Chicago's Leading Warehouse"

SENG WATERWAY WAREHOUSE CO.

310 West Polk St.

Complete water, rail and truck terminal, facilities with a "loop" location. Concrete dock for ocean, lake and river vessels—25 car siding capacity—own fleet of 69 trucks. Economical reshipping—tunnel—lighterage.

CHICAGO, ILL.

Soo Terminal Warehouses

519 W. Roosevelt Road

(Near Loop)

Merchandise Storage—Pool Car Distribution

Less Carloads To and From All Trunk Lines,
North Shore Electric and Aurora and Elgin Elec., and Their
Connections Handled Without Cartage Charges.
Cool Temperatures—Candy Stored All Year

Ground Floor Warehouse Spaces With or Without
Offices for Rent—Fireproof—Trackage

The
Turlock Co-Operative Growers
select their
COLD STORAGE WAREHOUSES
from the pages of this magazine

(Concluded from page 53)

will repay all the cost and nuisance, particularly if, as one storage man reports, hot chicken soup, made of frozen poultry, is served as the women come shivering out of the low temperatures.

A bit of imagination and ingenuity will do the trick —this idea being, please remember, but one of many possible ways to "popularize" cold storage.

Industry cooperation only will do a good job of "educating" the public. Cold storage is not local. A house in Chicago or Rochester is competitor of one on the Pacific Coast for apples or of one in Omaha for eggs. In order to benefit the industry as a whole, purely local efforts will never pay. But if, on a concerted schedule, all locally do their bit, all cold storage will profit.

To do this, as several times hinted, means that some one, or some organization, must start the thing a-rolling. The amount of money required would be surprisingly small, because the separate steps do not involve large outlays, such as a national advertising campaign would require. But it does demand some money for the planning and for the headquarters supervision. Some central office must work out the "tricks" of thus educating the American women and pass on to individual warehousemen suggestions and definite schedules for action.

The cold storage industry today is paying a high price for its own inaction. Like the holder of a useless hand at cards, it has "passed" the opportunity to make itself popular. So long as it continues to suffer from prejudice, it has only itself to curse. And, every time the managements grumble about over-capacity and ruthless price cutting, they should turn their eyes toward the wider horizon of creating, for their industry as a whole, a new volume of storage business.

U. S. Supreme Court Declines to Review Lyon Storage Sale Case

(Washington Correspondence): The United States Supreme Court has denied the petition of M. G. Norton, Los Angeles, to review the decision of the District Court of Appeals of California, which ruled in favor of the Lyon Van & Storage Co., Los Angeles, in which plaintiff sought to recover for furniture sold which he had left in storage.

Plaintiff claimed he was deprived of property without due process of law because the Lyon company sold his stored furniture for \$95.31 storage charges without personal service to him of notice of sale. The furniture was worth \$2,450, he claimed.

A notice was mailed to his address and returned undelivered. If it had been sent to general delivery it would have reached him, he declared.

Plaintiff alleged that the sale "was carried out under the alleged authority of the Warehouse Receipts Act of California," which the petition claims is "unconstitutional and repugnant of the 14th amendment of the Constitution." —(George H. Manning, Jr.)

For Sale

ONE of the oldest and largest fireproof warehouses—storage and moving business—and in the best location in the city of Pittsburgh, Pa.

Free of all encumbrances.

Address Box M-629, care of Distribution and Warehousing, 249 West 39th Street, New York City.

CHICAGO, ILL.

TOOKER STORAGE and FORWARDING CO.

(Estab. 1903)

STORAGE CARTAGE RESHIPPING LOANS

LOCATED IN THE CENTER OF DISTRIBUTION

FINEST RAILROAD FACILITIES

LOWEST INSURANCE RATES

GENERAL OFFICES: 3615 IRON ST.

New York

CHICAGO, ILL.

Los Angeles

CHICAGO, ILL.

Merchandise Storage and Distributors

WAKEM & McLAUGHLIN, Inc.

Estd. 1886

MAIN OFFICE—225 E. ILLINOIS ST., CHICAGO

U. S. Internal Revenue Bonded Warehouse

U. S. Customs Bonded Warehouse

ADVANCES MADE

Our ample financial resources enable you to negotiate loans right in our office.

Prompt Delivery and Best of Service.

CHICAGO, ILL.

WERNER BROS. & KENNELLY CO.



M. H. KENNELLY, President

Your Chicago Shipments given preferred attention. Pool cars handled on our own switch track.

Consign C. M. St. Paul & P. R. R. . . .
Wilson Ave. Branch.

CONTAINER SHIPMENTS SOLICITED

Warehouses Conveniently Located

2815 Broadway

4917 Broadway

7613 N. Paulina St.

4615 Clifton Ave.

PARK BRANCH
1750 N. Clark St.
Opposite Lincoln Park

TRAFFIC DEPT.
3133 N. Halsted St.

MAIN OFFICE:

2815 BROADWAY, CHICAGO, ILLINOIS

CHICAGO, ILL.

ESTABLISH YOUR CHICAGO BRANCH

In the modern building of Western Warehouse. No matter what facilities you require, you will find it more economical and satisfactory to take advantage of Western's unusual service.

Located on the edge of Chicago's famous Loop and only one block from the mammoth new Post Office, Western Warehouse is in the heart of all business activity. Write for complete information.

WESTERN WAREHOUSING COMPANY
323 West Polk Street Chicago, Ill.

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C. B. Hall, Pres. M. P. Hall, Sec. & Treas.

DANVILLE TRANSFER & STORAGE CO.

The only fireproof warehouse in Danville. Storage for household goods and merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

LOW INSURANCE RATE
Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads. American Warehouse Association. Members National Furniture Warehousemen's Association. Members Illinois Furniture Warehousemen's Association.

DECATUR, ILL.

Decatur Warehouse Company

(Shumate Transfer)
20-30 INDUSTRY COURT
TRANSFER-STORAGE

MOVING—PACKING—DISTRIBUTION

BONDED :: LICENSED :: INSURED CARRIERS

DECATUR, ILL.

Member of A.W.A.—N.F.W.A.

SINCE 1892

HAMMAN
BROS.
TRANSFER & STORAGE CO.

Office—601 E. WILLIAM ST.

Telephones 501 and 502

Joliet Warehouse and Transfer Company

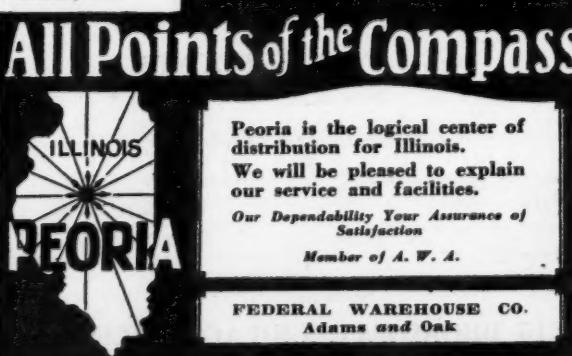
Joliet, Illinois

MERCHANDISE STORAGE AND DISTRIBUTION

Best distributing point in Middle West.
Located on five Trunk Lines and Outer Belt
which connects with every road entering Chicago.
No switching charges.
Chicago freight rates apply.

PEORIA, ILL.

All Points of the Compass



Peoria is the logical center of distribution for Illinois.
We will be pleased to explain our service and facilities.
Our Dependability Your Assurance of Satisfaction
Member of A. W. A.

FEDERAL WAREHOUSE CO.
Adams and Oak

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

The Warehousing of Imported Goods

(Continued from page 19)

A plan is being followed by the Bureau of Customs to recommend to small Class 2 warehouses that they discontinue operating for their own account and store with Class 3 warehouses, where, because a warehouse serves many customers, the overhead cost is less per unit of goods.

At one time, early in 1936, a quick survey was undertaken of Class 2 bonded space in four sections of the country, for the purpose of determining whether much of this privately bonded capacity may not be unnecessary. A Class 3—that is, a public—bonded warehouse supplies certain facilities in the form of office space for the custodian and the record keeping; it pays for the bond and for the salary of about \$2,000; and it has a general overhead cost. The Class 2 warehouse, too, bears similar costs for itself but can spread the expense over only a small lot of goods. So that, except for large-capacity Class 2 warehouses, it often is less costly to patronize a Class 3 house and abandon the Treasury's Class 2 permit.

By law of Congress, even aside from the Warehouse Receipts Act, merchandise in customs bonded warehouses, of all Classes, is not subject to attachment. It is the United States code that:

"All property taken or detained by any officer or other person, under authority of any revenue law of the United States, shall be irrepleviable, and shall be deemed to be in the custody of the law, and subject only to the orders and decrees of the Courts of the United States having jurisdiction thereof."

The Courts have ruled that merchandise in bonded warehouse is not subject to levy, attachment, or other process from the State Courts; nor can a State Court enjoin the release of such merchandise after payment of the customs duty and the warehouseman's charges. The Government has even directed the warehouseman to deliver the goods, without giving heed to local Courts' injunctions. And Courts have several times affirmed that imported goods held in bonded storage are *exempt from all taxation* by city or State governments.

Goods come into bonded storage at these port cities from all over the world.

Warehousemen, except in each of the ports for itself, are in a quandary in soliciting this storage. Like the stranger in a city, they ask for a friendly policeman to read the sign-posts—which are so numerous that they confuse the mind.

The number of spots, in each port, where storage originates is complicating. The Bureau of Customs reports that import "terminals" (wharves, piers, unloading sheds) exist to the following extent:

Baltimore	343
Boston	203
Houston	34
New Orleans	89
New York	2,100
Philadelphia	425
San Francisco	48
Savannah	58
Seattle	93

No warehouseman, from an interior city, can hope to cover so many terminals. Even warehouses in these

(Continued on page 59)

PEORIA, ILL.

**NATIONAL
WAREHOUSE
CO.**

1323 SO. WASHINGTON ST.

- Merchandise Storage
- Pool Car Distribution
- Private Siding
- Low Insurance Rate
- Fireproof Building Construction
- 15 Years' Warehousing Experience

ROCKFORD, ILL.

BARTLETT WAREHOUSE

TRACKAGE—
SPARKLING SERVICE

506-514 Cedar St. Phone Main 134

ROCK ISLAND, ILL.

THE CENTER OF THE QUAD-CITIES
160,000 POPULATION — RATE BREAKING POINT
MOTOR FREIGHT SERVICE IN ALL DIRECTIONS

FEDERAL BARGE LINE TERMINAL

C. B. & Q. SIDING—FREE SWITCHING

ROCK ISLAND TRANSFER & STORAGE CO.

Member of A. W. A.—N. F. W. A.

EVANSVILLE, IND.

"Where waterway-railway-highway meet"

**MEAD JOHNSON TERMINAL
CORPORATION**

Combination River-Rail Truck Terminal &
Warehouse



90,000 sq. ft. floor space on one floor. Served
by two railroads—C. & E. I. and L. & N. Re-
ciprocal switching to all Evansville industries.
Fireproof; Sprinkler system; Thermostatically
heated; Lowest insurance. Ideal trucking fe-
neries. Store door service. Merchandise stor-
age. Pool car distribution. Served by Ameri-
can Barge Line, Mississippi Valley Barge Line
and Independent Tows.

EVERYTHING NEW—STRICTLY MODERN

FORT WAYNE, IND.

**FORT WAYNE [WITH MIGHT]
AND MAIN
STORAGE CO. THE SAME**

FIREPROOF AND NON-FIREPROOF BUILDINGS.
Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.;
Wabash R. R.—Private Siding—Pool Car Distribution

FORT WAYNE, IND.

PETTIT'S STORAGE WAREHOUSE CO.
"Fireproof" Buildings
STORAGE, TRANSFER, DISTRIBUTION

Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries
Private siding

HAMMOND, IND.

Members N.F.W.A., Allied Van Lines

**JOHNSON
Transfer and Fireproof Warehouse**
MERCHANTS AND HOUSEHOLD GOODS STORAGE
WAREHOUSE and OFFICE: 405 Douglas St.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

INDIANAPOLIS, IND.

"Coburn Service for Efficiency"

HENRY COBURN

STORAGE and WAREHOUSE CO.

Merchandise Storage, Distribution, Trucking

Leased Space—Office—Low Insurance

Loans on Receipts

INDIANAPOLIS, IND.

Indianapolis Warehouse and Storage Co.
330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000
Square feet, private siding C.C.C. & St. L. Pool Car Dis-
tribution. Lease Space. Office Space.

Member of A.W.A.—Ind. W. A.—Associated Warehouses, Inc.

INDIANAPOLIS, IND.

Strohm Warehouse & Cartage Company
230 W. McCarty St. Telephone RI. 5513

General Merchandise Cold Storage. Pool Car Distribution and
Checking Out. All Merchandise on Check Out Cars Placed
on Platform Ready for Delivery.

CCC & St. L. R.R.

Modern Truck Equipment.

INDIANAPOLIS, IND.

"Service That
Satisfies"

POOL CAR
DISTRIBUTION

TRIPP WAREHOUSE COMPANY

MERCHANDISE AND MACHINERY STORAGE
Centrally located in Shipping District
Private Siding—C. C. C. & St. L. R. R.

TERRE HAUTE, IND.

DISTRIBUTORS TERMINAL CORPORATION

Private R.R. Track Capacity 21 Cars connecting with all Lines.
Merchandise Storage and Distribution a Specialty
Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—We
do the rest. U. S. Licensed and Bonded Canned Foods Warehouse
License No. 12-6.

CEDAR RAPIDS, IOWA

CEDAR RAPIDS TRANSFER & STORAGE CO.

FIREPROOF WAREHOUSE
ALL MODERN FACILITIES FOR EFFICIENT WAREHOUSING
AND DISTRIBUTION OF MDSR. AND H. H. GDS.

MOTOR FREIGHT TERMINAL

For Reputable Freight Lines

DAILY SERVICE IN EVERY DIRECTION

FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS

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Fireproof Warehouse, on Trackage—in the Business and
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service—direct from our Combined Rail and Truck Terminal.

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Private Siding—Free switch from any R.R. entering
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TRY OUR SUPERIOR SERVICE
40 years' warehousing nationally known accounts
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Fireproof and Non-Fireproof Storage of

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Private Sidings—Free Switching to and From All Lines Entering Des Moines
(Lowest Insurance)

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Private siding — Free switching — Pool car distribution

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Free switching to and from all lines.
75,000 sq. ft. modern storage.

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E. F. Dean, Vice-Pres.

A. G. Durall, Sec.

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Established 1880

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TRANSFER & STORAGE CO.

WICHITA, KANSAS
Fireproof Storage and Sprinkler System



(Continued from page 56)

ports themselves rely on outside agencies for the storage volume.

These "agencies" are customs house brokers, freight forwarders and steamship traffic departments. To a certain extent, also, the railroads control big tonnages of imported goods, especially in cases where the goods arrive on some form of through bill-of-lading, destined for interior points but held in bond for payment of duty any time within the allowed three year limit. As a final source of warehouse tonnage the banks should not be overlooked, as they control handling or can influence placing of storage. Practically all imported merchandise is financed through bank paper and it is altogether natural the banks should have a voice as to where goods are to remain.

A broker, by the very nature of his business, lives on commissions. He works for a fee. Often this fee takes the form of a percentage. Like the broker for real estate, he brings buyer and seller together; if they fail to strike a bargain, he gets nothing; if they do, he collects a percentage on the theory that his efforts have brought a profit.

Nor should we belittle the customs house broker or the freight forwarder. He renders a real service to owners of goods. Often the service is one the owner could not perform for himself, because the complicated formalities of getting goods through the Customs House and properly inspected for duty, with due protection for drawbacks and for peculiar provisions of the law, are beyond the skill of the owner. Often, too, he lives at a distance. Personal appearance at the Customs House is essential; the broker furnishes this service. Broker and freight forwarder already are in touch with the imported goods, representing owner or bank. They are not, in this manner, leeches on the business, as might at first appear. It is not a perfunctory, but a very real, service they render. They are, therefore, in position to control to a large extent the choice of warehouse for the goods.

Brokers Control Tonnage

There is no denying that brokers control warehouse tonnage, or that they are paid commissions for throwing it to favored houses.

About a year ago, when I visited quite a large number of warehousemen in the interior cities, this question was asked of me several times. Some warehousemen believed that payment of a commission would get tonnage; others had been told that it was strictly forbidden by the brokers' associations. In fact, two warehousemen showed me letters from one of these associations in New York stating that their rules forbid a commission. The letters were carefully worded. They quoted the rule: but they did not deny that payments prevail.

Therefore, upon returning to New York, I inquired of the New York Custom House Brokers' Association. I learned:

"This is not an association matter but primarily an individual transaction between the warehouse and the customs broker; the rate paid would no doubt depend on the amount of business involved."

The same query was put to the New York Freight Forwarders' and Brokers' Association, to which most of the largest and most active brokers belong. This association replied:

"When the Warehousemen's code was put into effect one of the warehouses in New York raised a question with the Code Authority as to whether commission should be paid or not. A conference was arranged by a committee appointed by our Association with the Code Authorities, resulting in the Code Authorities sanction-

(Continued on page 60)

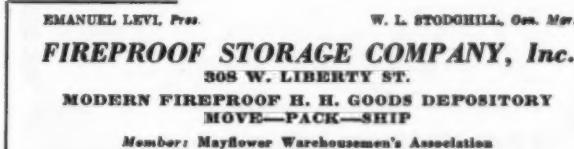
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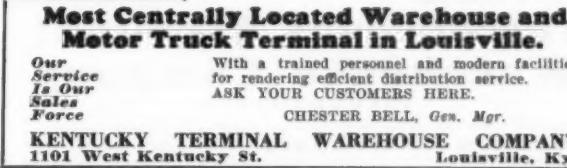
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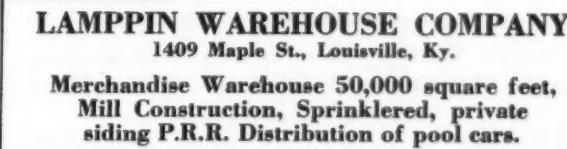
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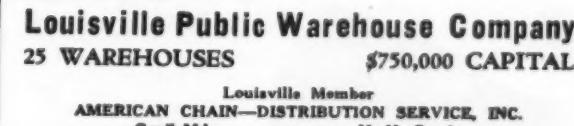
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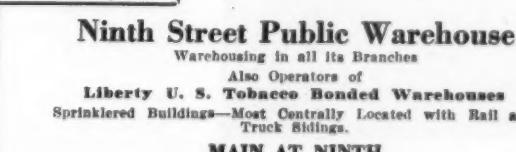
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Largest local Merchandise Warehousing Facilities, operated in direct conjunction with our Own River-Rail Terminal. Free Switching by all rail- and water-carriers. Rail Sliding Eighteen cars capacity. Lowest local insurance rates. State bonded.

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 Sprinklered storage—
 1,050,000 square feet.
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 Switch track capacity
 —60 cars.
 Nine warehouses con-
 venient to your trade.
 Loans made against
 negotiable receipts.
 Trucking Department
 operating 55 trucks.
 Insurance Rates 12c
 to 22c.

Represented by
 Distribution
 Service, Inc.
 New York Chicago
 San Francisco

(Continued from page 59)

ing the payment of commissions to Custom House Brokers. What effect this had on warehouses outside New York we are unable to say but we are inclined to believe the same controlling factors should apply. The rate of commission is usually about 10%.

"We can see nothing questionable about the practice. We believe it to be perfectly equitable. We think it only right and fair that the warehouses should recognize the efforts of brokers expended in their behalf. This has been the recognized practice of long standing prior to codes being brought into existence. As it is recognized by the Code Authority we believe it should apply everywhere, and with the stamp of approval of Code Authority we see no reason why the warehouses should have any hesitancy in paying commissions."

It is well known that warehousemen in the port cities do pay commissions to brokers for tonnage received into store through their efforts. This is true not only at New York but all along the boundary line of the country. An individual warehouse, therefore, desiring goods to store in bond may well consider this as one manner to get business.

Other means are available, of course, for solicitation. They should not be overlooked—the most valuable one being local control of the storing from the business house which owns the goods. It can dictate the place of storing and can completely overrule the recommendation of both broker and bank.

In the port cities, a few warehouses of strong financial backing, obtain this tonnage in a different way. They solicit, from the owner of the incoming goods, the storage account for their "free" rather than their "bonded" spaces. Sometimes the warehouse does not even have bonded space to offer. But, to the owner, they make this offer:

"When the ship comes in, order out your goods to our warehouse. We will pay the customs duty and carry it as an advance on the goods, just as if it were the freight charges. Then your goods will be 'duty paid' and you are free of all the Customs House red tape. Storage—being on the basis of 'free' and not 'bonded'—will cost you less."

Yet, under ordinary conditions, a Class 3 bonded warehouse dares not neglect the tonnage controlled by brokers and freight forwarders.

The list of these concerns, corrected to the first of each year, may be most easily found in the annual "Customs House Guide" published at \$10 by *The American Import and Export Bulletin*, 100 East 42nd Street, New York City. This Guide gives full information for each port, and a wealth of necessary information for any one dealing with Customs, as well as complete lists of brokers, banks with foreign departments,

(Concluded on page 63)

Position Wanted

MERCHANDISE executive, now associated with large eastern warehouse as assistant manager. Experienced in all phases of merchandise storage and distribution. Young, married, personable, ambitious, and healthy. Sound business experience and judgment.

Now assuming practically entire responsibility, and employers anxious to retain my services. My own judgment, however, dictated a change.

Excellent references. Location immaterial. Replies confidential. Will prove a valuable manager to some warehouse.

Address Box G-225, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

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when you call on us to serve them in New Orleans.

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All cement warehouses, low insurance, low handling costs.
Located on Mississippi River—Shipside connection.

Electrical unloading and piling devices provided to eliminate damage
in handling.

Excellent switching connections, with all lines entering New Orleans.

INDEPENDENT WHSE. CO., Inc.

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PELICAN STORAGE & TRANSFER
201 NORTH FRONT ST.

Complete Warehousing & Distribution Service.
Low Insurance . . . Switch Track Facilities
Motor Freight Terminal . . . Fumigation

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Represented by

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Complete Warehousing Service



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McLAUGHLIN WAREHOUSE CO.

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General Storage and Distributing

Rail and Water Connection—Private Siding

Member
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Established 1858

CHASE TRANSFER CORP.

General Offices 48 COMMERCIAL ST.

Specialists in Merchandise Pool Car Distribution

Local trucking and Contract Carriers for Maine.
Heavy machinery, safes, boilers, stacks, etc.
Equipped to haul up to 60 tons.
Dock and Terminal facilities.

BALTIMORE, MD.

For Details See Directory Issue
Distribution and Warehousing

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T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses

Rail and Water Facilities

Pool Car Distribution—Storage—Forwarding
Private Siding Western Maryland Railway

BALTIMORE, MD.

THOMAS H. VICKERY, President
E. E. BACHMANN, Secy and Mgr.

INCORPORATED 1905

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STORAGE CO.**

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MODERN FIREPROOF WAREHOUSE



EVERY FACILITY FOR THE HANDLING OF
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Exclusive Agents Maryland and Vicinity
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AERO MAYFLOWER TRANSIT CO.
VANS COAST TO COAST CANADA AND MEXICO

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Established 1890
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TRANSFER AND STORAGE CO.**

Offering the most complete Moving, Hauling and Freight Service in Baltimore
Handling Distribution of Nationally Known Products for 26 Years
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily

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All Collections Promptly Remitted

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Household Goods Pool Car Distribution Merchandise
Maryland Furniture Warehouses' Association
National Furniture Warehouses' Association

Baltimore's Modern Fireproof Warehouse

MARTIN J. REILLY, PRES.

A. BERNARD HEINE VICE-PRES.

The
Producers of Canova Products

select their

Merchandise and Cold Storage Warehouses
from the pages of this magazine

(Concluded from page 60)

freight forwarders, steamship companies, Class 3 bonded warehouses, etc., for each port.

A warehouseman should invest another \$1.25 and write to the Superintendent of Documents at Washington, D. C., for the War Department's Miscellaneous Series Number 1, called "Port and Terminal Charges at United States Ports." The price is small: no warehouse should be without it. This volume of about 650 pages gives much information not easily found, and not contained in the Guide just mentioned. It gives a Digest of Customs services and charges. Then, for one port after another, under a uniform arrangement, it furnishes complete information under the following titles:

1. Pilotage
2. Towage
3. Running lines
4. Dockage
5. Harbor dues
6. Port wardens' fees
7. Quarantine
8. Customs
9. Immigration
10. Consuls
11. Watchmen
12. Launch hire
13. Electric current
14. Water supply
15. Bunker coal
16. Bunker oil
17. Ballast
18. Ship dunnage
19. Stevedore charges
20. Labor
21. Handling equipment
22. Surveyors' fees
23. Agency fees
24. Ship brokers' fees
25. Customhouse brokers' fees
26. Freight brokers' fees
27. Interpreters' fees
28. Wharfage
29. Handling
30. Storage
31. Grain elevation and storage
32. Cartage and drayage
33. Lighterage
34. Switching
35. Weighing
36. Absorption of charges
37. Miscellaneous

For his own education, the warehouseman who desires this tonnage ought to do another thing. I know you will smile, as you read. You will "change the tune" and that right quickly, however, if you heed this suggestion. It is merely this:

Take a half-day and visit the Appraiser's Stores of some port.

The Appraiser's Stores, or Appraiser's Warehouse, is the place where incoming goods are opened for customs inspection—whether they arrive in the hold of a vessel as cargo, by mail, or by express.

Upon identification of yourself and explanation of your purpose, the Appraiser will either show you through himself or send an assistant for the purpose. The half-day will be an eye-opener—unless you have taken the trip—and no warehouseman handling bonded merchandise should miss the opportunity for self education. You will, forever thereafterwards, understand many procedures of Uncle Sam's Customs Bureau which, without having seen, you are apt to cover with sarcasm about "needless red tape." As a warehouseman, operated bonded space, you will afterwards forget the formalities. "You will examine them in order to see how your house can fit the requirements and cut the cost of being a Class 3 Bonded Warehouse."

If you will make this half-day visit, I promise that, forever afterwards, you will think of the Appraiser as a friendly policeman whose help kept you on the road straight ahead—no matter how many cross roads and sign-posts interrupt your vision.

The Appraiser's Warehouse in New York is probably the most nearly complete, as it transacts by far the greatest volume of business. It occupies the block bounded by King, Varick, Houston and Hudson Streets.

Position Wanted

BY combination truck driver and mechanic, preferably in the metropolitan area of New York—a position where ability and interest in his work will be appreciated. Married and family.

Address Box N-731, care of Distribution and Warehousing, 249 West 39th Street, New York City.

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Lechmere Square, East Cambridge, Mass.

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Direct Track Connection B. & M. R. R.

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Frank Driscoll,
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DRIVEWAYS on Three Sides of Warehouse.

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SHIPMENTS FORWARDED to All Points.

140,000 sq. ft. FREE & BONDED Space.

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FORWARDERS & STORAGE
Pool Car Distribution Specialists for New England
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Gen. Offices: Fall River, Mass.

Gen. Merchandise Storage
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Local and Long Distance Trucking.

FALL RIVER, MASS.

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The Packers of Sperry Hams

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COLD STORAGE WAREHOUSES

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600,000 Sq.Ft. FLOOR SPACE

MODERN BUILDINGS COMBINED
WITH A COMPLETE SERVICE FOR
THE STORAGE AND DISTRIBUTION
OF GENERAL MERCHANDISE.



STORAGE AND INDUSTRIAL SPACE
FOR RENT OR LEASE



Furniture Storage, Packing & Shipping

NEW BEDFORD STORAGE WAREHOUSE CO.
MAIN OFFICE — 152 FRONT STREET

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Local and Long Distance Furniture Moving

Fireproof Storage Warehouses
Household Goods Storage — Packing — Shipping
Merchandise Storage and Distribution
Pool Car Distribution

DIRECT R.R. SIDING B. & A. R.R. OR ANY R.R.

SPRINGFIELD, MASS.

Atlantic States Warehouse
and Cold Storage
Corporation
385 LIBERTY ST.

General Merchandise and Household Goods Storage
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrus Fruits

B. & A. Sidings and N. Y., N. H. & H. R. R. and
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Member
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Daily Trucking Service to
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STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE SIDING.
SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT BRIDGEPORT, CONN. AND HARTFORD, CONN.

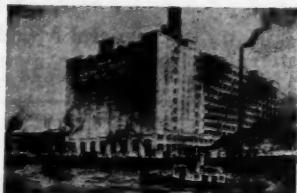


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efficient
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WAREHOUSING



Cold and Merchandise Storage — The only Detroit Warehouse combining direct rail, highway and marine shipping connections.

DETROIT HARBOR TERMINALS, INC.
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Eastern Office: 76 Beaver Street, New York City

Public Warehouses Aid Factory Distributors

(Continued from page 11)

dise from Superior System, later selling the items to his customers for a nominal sum when the customer has purchased five dollars' worth of groceries or meats, having received one stamp for every ten cents that he spent.

In other words, on the presentation of a folder holding fifty stamps, the customer may make a selection from the items of merchandise by paying a specified sum, actually the wholesale price of the article.

Among the items from which a selection may be made one finds a set of stainless knives and forks, electric toasters, waterless cookers, electric irons, various styles of lamps, clocks, electric mixers and egg beaters, chicken fryers, fruit juicers, roasters, silver sets, etc.—a list of something like seventy-five items.

The use of public warehouses by this organization is decidedly on an upward trend. As new sales territory is opened, relations with a public warehouse must be established at some strategic point, using the warehouse for storage purposes and as a branch office. The space thus rented in a warehouse is then surrounded by a wall, keeping the merchandise segregated and under lock and key. No one is permitted to enter this place except the branch manager and the sales crew.

Inasmuch as the merchandise is delivered by the branch office salesmen as they make their rounds, there is no handling problem or book-keeping annoyance for the individual warehouseman. He has only to receive shipments; pay freight charges, which are promptly reimbursed by the home office; and see that the goods are given proper storage space. All records of the outward movements of the merchandise are made by the sales crew.

Or, differently stated, the warehouse is used as a storage place for stock, the warehouseman having nothing to do with deliveries or out-bound movements of the merchandise.

The Sales Crew

Shipments are received both by rail and truck, the merchandise being shipped from various manufacturers throughout the country. Truck transportation is used extensively, some of the manufacturers being within a reasonable hauling distance of points at which fresh stocks are wanted. The sizes of these shipments vary of course according to the needs and requirements of the respective territories.

The sales force in the respective territories consists of from three to ten men, working on a commission basis, each crew being under the direct supervision of a branch manager. Each member of a sales crew covers a route of approximately a hundred miles, traveling either in an automobile or a small-sized truck. In this way a salesman can carry with him a supply of merchandise items, making deliveries direct to the retailer at the time of the sale, if necessary.

The demands made by this organization upon the warehouses are not great, but there are certain strict requirements.

For one thing, it is important that the storage space be clean and dry, although changeable temperature makes no difference whatever. For another thing, the packages must be handled carefully when being unloaded and stored, because the merchandise is of such a character that careless throwing about could easily damage it. Though well-packed in cartons, items such

(Concluded on page 66)

DETROIT, MICH.



Central Detroit Warehouse

Located in the heart of the wholesale and jobbing district, within a half-mile of all freight terminals. Modern buildings, lowest insurance rate in city.

Michigan Terminal Warehouse
Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered, serving the west side of Detroit and the city of Dearborn. Specializing in heavy and light package merchandise and liquid commodities in bulk. Connected directly with every railroad entering the city.

Central Detroit Warehouse Co.

Fort and Tenth Streets, Detroit, Mich.

New York, N. Y.—250 Park Avenue—Room 828
Chicago, Ill.—53 W. Jackson Blvd.—Room 1010

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Interstate Common Carrier of Household Goods.
Operating in 33 States and the District of Columbia.
Every Shipment insured.

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Ideally located in the heart of the Wholesale
and Shipping District
Offering a complete Warehousing and Distribution Service
Inquiries Solicited
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(Concluded from page 64)

as lamps and their shades, glass mixers and egg beaters, toasters with their delicate filaments, and the flat irons, could all be broken or damaged by rough handling; to say nothing of the aluminum ware which might be dented if bounced around.

As for the services rendered by the warehouses, I. A. Schwarz, in charge of traffic operations at the main office in Chicago, says:

"We are pleased with the service given us by the warehouses. With our present merchandising system, the public warehouse is filling an urgent need. Were it not for these warehouses we would be put to a considerable expense in establishing and maintaining branch offices in the various sections into which our sales force plans to penetrate and continues to operate."

**Clemens Quits Warehousing to
Join Barge Line as V. P.**

Edward Clemens has resigned as vice-president of St. Louis Mart, Inc., St. Louis, to become vice-president of the Mississippi Valley Barge Line Company. O. W. Hacker has been elected vice-president and general manager of the Mart in succession to Mr. Clemens. C. E. Callender has been appointed vice-president in charge of sales. J. C. Gleeson, operating executive in charge of the warehouse division, has been appointed a vice-president.

Mr. Clemens was president of the St. Louis Merchandise Warehousemen's Association at the time of his withdrawal from the storage business. His successor as head of the trade group is T. J. Terry, manager of the Central Terminal Company.

MINNEAPOLIS, MINN.



ST. PAUL, MINN.

Organized for Service

Three splendid warehouses, operating individually but under one general management with the same capable executives identified with the successful conduct of this business since its founding. Three separate organizations that can be used singly or in combination to efficiently warehouse and distribute your merchandise in the large Northwestern market.

Three locations in the Twin Cities. One virtually on the boundary line between Minneapolis and St. Paul, and one in the very heart of each city, enabling us to offer "triple service" in this thriving and important market.

"Triple service" is more than three strategic locations, however. Let us tell you more about it. Your inquiry is cordially invited.

MINNEAPOLIS TERMINAL WAREHOUSE CO.

618 Washington Avenue, N., Minneapolis (Downtown Jobbing District)

ST. PAUL TERMINAL WAREHOUSE CO.

8th and Locust Streets, St. Paul (Downtown Jobbing District)

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2295 University Avenue, St. Paul (Minnesota Transfer Industrial District)

Members: American Warehousemen's Assn. Represented by: Associated Warehouses, Inc., New York and Chicago

Mr. and Mrs. Charles S. Morris Injured in Automobile Accident

CHARLES S. MORRIS, first president of the National Furniture Warehousemen's Association, and Mrs. Morris were seriously injured in an automobile accident about fifteen miles north of Baltimore on May 3 when the warehouse executive, at the wheel of his car, was confronted with the alternative of running down a Negro child or driving off the roadway. To avoid striking the little girl, standing petrified in the highway, Mr. Morris swerved his machine, which crashed head-on into a telegraph pole. A moment earlier a passenger bus, on-coming toward him, had moved out of line, and he was obliged to move toward the edge of the road to avert a collision with the bus.

Mr. Morris, who is president of the Metropolitan Fireproof Warehouse, Inc., New York City, suffered a broken rib and a broken wrist. Both legs were injured but were not broken, both eyes were blackened and he received cuts and bruises. Mrs. Morris's right ankle was broken, a knee injured, both eyes blackened and she received contusions and cuts on her body. The steering wheel was broken into four pieces. Another couple in the car with Mr. and Mrs. Morris were injured.

Mr. and Mrs. Morris were on their way to spend a vacation in Virginia and were traveling along Route 40 from Philadelphia. After the accident they were taken to an inn, where they received medical attention before returning to New York.

A Stork Visits an Editor

A daughter, Martha II, was born on April 25 to Mrs. Irving G. Moore, who is Martha Dunlap, editor of *The Furniture Warehouseman*, the monthly magazine published in Chicago by the National Furniture Warehousemen's Association.

MINNEAPOLIS, MINN.

KEDNEY WAREHOUSE COMPANY

Complete Distribution Service

MINNEAPOLIS

617 Washington Ave., N.

Operating 200,000 square feet of modern, low insurance rate, a-a class. Protected by A.D.T. fire alarm system. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.

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8th & Johns St.

Operating 150,000 square feet of modern reinforced concrete space, with sprinkler protection. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.



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Local and long distance motor truck service.

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Modern Buildings. Private Siding CGWR Co.

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Modern Buildings, Sprinklered, Private Siding ICRC Co.

Low Insurance Rates

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Bush Terminal Reorganization and
Equity Proceedings Are Dismissed
by Order of United States Court

A S announced briefly in the May issue of *Distribution and Warehousing*, United States Judge Inch in Brooklyn signed an order on April 30 dismissing reorganization proceedings, under Section 77b of the Federal Bankruptcy Act, of the Bush Terminal Company, New York City, and dismissing also a suit in equity against the company. The Court directed the return, to the company, of all its assets, as of June 1.

Judge Inch said in his order that dismissal of both proceedings was subject to the settlement of all claims against the company allowed by James C. Van Siclen and C. Walter Randall, acting in the dual capacity of trustees in reorganization and receivers in equity. The Court also directed that the company assume all obligations contracted by the trustees and ordered the company to be substituted for the trustees in any action brought against the trustees.

The Court said also that the dismissals were subject to the payment, by the company, of administration charges incurred during the reorganization and equity proceedings and the payment of allowances and fees to persons taking part in the reorganization. The Court directed that petitions seeking such fees and allowances be filed before June 1, and rules that these allowances were to be considered prior liens against all assets of the company.

Counsel for the Bush Terminal Company made an application on March 26 for dismissal of both reorganization and equity proceedings. Judge Inch at that time granted the motion but in an opinion said he would hold in abeyance the order putting his opinion into effect. The delay, he said, was for the purpose of holding the door open for a possible feasible plan of reorganization and to give interested parties time to oppose the dismissal of the proceedings.

On April 24 counsel for the preferred stockholders of the Bush Terminal Buildings Company asked for a rehearing on the motion to dismiss the company from the reorganization and equity proceedings. The preferred stockholders' committee asserted the Bush Terminal Company, which owns the Bush Terminal Buildings Company, was the guarantor of \$7,000,000 of bonds of the Bush Terminal Building Company and that the payment of more than \$1,000,000 in dividends was in arrears. It was asserted that the Bush Terminal Company was insolvent. Counsel for the parent company argued against the motion and said the Bush Terminal Company was solvent and had \$1,800,000 in cash on hand.

Judge Inch in his opinion written on April 30 said:

"The Court is satisfied that its original decision was a correct one and that it plainly appears that in the bankruptcy proceeding no plan has been or is about to be presented in the more than reasonable time allowed as indicated by the history of this litigation and by the court, and that as to the equity suit, the defendant, without objection by the plaintiff, the majority stockholders of the defendant, the general creditors whose claims had been allowed, the bondholders, all urge or agree that the suit should be dismissed.

"The only opposing parties to this procedure are stockholders of another company affiliated with, but not a party to, the suit or the proceeding, who possess a guarantee of defendant as to dividends, etc., which claim is not a lien and is in dispute.

"In these circumstances, considering all the other facts and the history of this litigation, it seems to the Court that it would be an abuse of its discretion not now to grant the motion of the defendant and allow the defendant to litigate the above claim and others more or less related thereto in the proper forum available for such issues."

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Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates
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KANSAS CITY, MO.

In Kansas City

it's the A-B-C FIREPROOF
WAREHOUSE CO.

Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

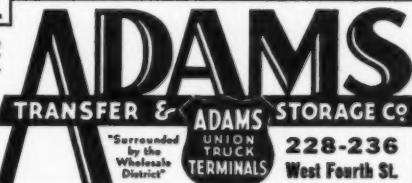
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HOUSE AND WHOLESALE DISTRICT

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Pool Cars Promptly Handled and Reports Mailed in.

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Track and Truck connections to all points with
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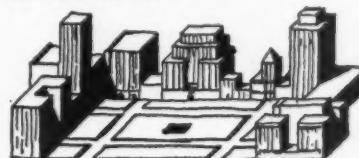
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LOW INSURANCE

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SEE DIRECTORY PAGE 192

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Merchandise storage with low insurance,
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Largest INDUSTRIAL WAREHOUSE
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Six separate warehouses; strategically located to serve any industry conveniently and economically. All warehouses on track, with both carload and less-carload freight rates applying. Low insurance rates.

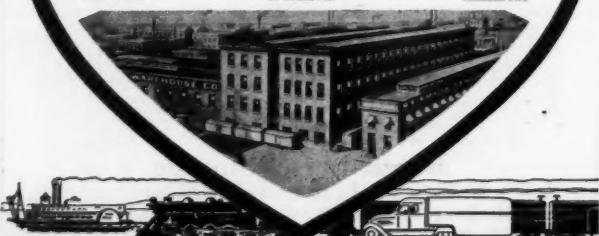
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Track Connections with All
Rail and River Lines.

No Carriage Expense on In
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FREIGHT TRUCK CONNECTION TO ALL
OF THE CENTRAL PART OF THE STATE

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100,000 Sq. Feet
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301 N. 8th Street

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1889 47 Years of Continuous Service

1936

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We operate Thirty Trucks and have connections to all points in the State.

Our buildings are clean, both Fire and Non-Fireproof, located on the lines of the C. B. & Q.—Mo. Pacific and Union Pacific with all other lines entering either city, absorbing switching.

We are Bonded by the State—Our rates are reasonable. We solicit your business and guarantee satisfaction. Investigation invited.

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Transfer & Storage Co. Grand Island Storage Co.
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Concrete fireproof construction, 215,000 sq. ft. storage; 3000 sq. ft. office and display space. Consign shipments any railroad. Free switching. Low insurance rates. See D. & W. annual Directory.

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OMAHA, NEB.

Member: American Chain of Warehouses, Inc.

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MERCHANTISE — HOUSEHOLD GOODS

Complete Warehousing and Distribution Service.

Fireproof Building... Trackage... Motor Trucks

Census Bureau's Warehouse and Truck Survey Now Being Machine-Tabulated After Having Been Folioed by States

(Washington Correspondence): The robot stage of the 1935 Census of warehousing and trucking has been reached at the Census Bureau's office. As the processing of the schedules progresses, wider uses will be made of mechanical methods.

Before the schedules come to the machine tabulation division, they are being bound in folios by States. Thus all of the trucking and warehousing schedules for New York are bound in one package; all for Ohio are bound in another; all for Oklahoma are bound in another; and so on for each field of business covered. The schedules, before they were sorted and folioed, were all checked for consistency and accuracy, and each item on each schedule was coded.

When all of the information from the schedules has been transferred to cards, the schedules are filed away, and used only for checking inconsistencies. The cards contain all of the information which was on the schedules, and the individual identity of each company is thereafter concealed completely.

Several different cards are required to take off all the data. For instance, the first trucking and warehouse card, in addition to nearly 20 columns needed to describe the concern (kind of business, type, location, etc.), contains columns punched to indicate total operating revenue, total payroll, other operating expenses, total number of vehicles, and "employee months."

Another card is arranged to provide such additional data as part-time payroll; total number of proprietors, showing these active in the business; number of members of family employed, showing separately those over and under 18 years of age; Negro employment; and depreciation.

A third card covers an analysis of employment for the sample week according to functional classes, showing the number and payroll for full-time and part-time employees, and the number of male and female employees. There are six different cards needed for the trucking and warehouse schedules.

The sorting machine will pick out from thousands of cards only those for certain classifications. The machine is wired in a certain manner and cards for a given area are inserted. When the cards have all been through the machine all of the warehouse cards are found in one bin, inter-state trucks in another, local trucks in a third, and so on. If the code has two digits the cards have to go through twice. Each classified pack of cards is then put through the tabulator for automatic count and a total of each amount-column.

The result slips produced by the tabulating machines will be sent to the transportation and communications division of the Census. When they have been carefully checked and analysed the data are transferred by hand to final tables. These tables later are printed and become the final reports of the Census. Reports will be issued for States and counties, and for cities down to 2,500 population, whenever it is possible to do so without revealing the identity of an individual business. Summaries for the entire United States will follow these reports. Thus the growth of each city and State is shown in detail, with the nature of its business but not the identity of any of the business concerns making up the totals.

These data will be shown for trucking and warehousing by kinds of business, volume of business, and other classifications.—(H. M. Manning.)

Orcutt Heads St. Louis Local

The St. Louis Furniture Warehousemen's Association at a recent meeting elected as its president F. E. Orcutt, president of the Orcutt Storage, Packing & Moving Co. Mr. Orcutt succeeds the late Ben A. Langan.

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Storage
Warehouses, Inc.
Merchandise and Household Goods

Four modern, sprinklered warehouses, located on trackage. We handle pool cars, merchandise and household goods. Trucking service. Let us act as your Omaha Branch.

Main Office, 219 N. 11th St.

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Pacific Storage & Warehouse Co.

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Merchandise Storage and Distribution — Pool cars solicited

Private Siding — Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

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*Lehigh Valley Railroad siding.
We operate our own fleet of Motor
Trucks making store door
delivery within a radius
of 30 miles.*



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Storage for every need. Pool cars a specialty. Available storage space for rent if desired. Direct track connections with all railroads running into Albany.

Member of
American Chain of Warehouses
American Warehousemen's Association

The
Torsch Frozen Vegetable Packers
select their
COLD STORAGE WAREHOUSES
from the pages of this magazine

"We've Heard that"—

(Continued from page 8)

warehouses formerly has cut down to 30 because of a production shortage. Most of its spot-stocking is in the larger cities for the purpose of concentrating all available supplies.

Canned Meat o o o

More warehouse spot stocks will be used in the future by a large canned meat manufacturer which at present is developing a national sales campaign. At the present time it uses 15 warehouses, principally located at seaports.

Citrus Fruit Juice o o o

Broader distribution of its product is expected by a large citrus fruit juice company, user of cold storage warehouses. Increased distribution has already stepped up the number of warehouses from 12 to 18, most of these in the larger cities, where it is claimed quicker turnover is obtained. This company is planning to introduce new products which will need warehouse distribution. It will welcome assistance on the question of taxes on stocks.

Rice o o o

A rice company has increased the number of public warehouses from 25 to 30 and reports occasional use of cold storage for this product. Using stop-in-transit cars more than formerly, the company reports more spot-stocking in small-city warehouses. Distribution is national.

More Business o o o

In several instances, manufacturers who have increased the number of warehouses have attributed this to increase in business and better delivery service for customers.

Turnover o o o

Faster turnover and less future purchasing experienced by one coffee and tea company has decreased the number of spot stocks.

Cranberries Canned o o o

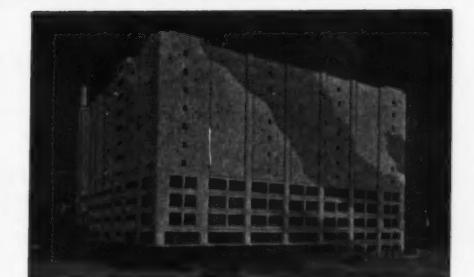
Prepared or processed cranberries, packed in tin or glass, promise a big year for that industry. This diversification of a staple, via packaged specialties, has thus been transformed from a seasonal to a year-round seller. Thus this industry is following the lead of others, such as canned applesauce, tomato juice, pine-apple juice, etc.

Many of the cranberry-growers are of the opinion that the growth of business in packaged goods will hurt the sale of the fresh fruit. It is stated, however, that the two markets do not deeply overlap—not more than 25 per cent at most.

Cereals o o o

A large cereal manufacturer distributing to all points except the Southeast uses 24 warehouses regularly and 28 temporarily, in the latter of which are carried small stocks from pool cars. Spot-stocking is less than a few years ago on account of more pool cars being used on orders, causing the cars to be sold out more frequently. New products and a national sales campaign promise broader use of warehouses this year.

ALBANY, N. Y.



Central Warehouse Corporation
Colonia and Montgomery Sts.

Albany, N. Y.
Telephone 3-4101

General Merchandise—Cooler and sharp freezer Cold Storage; also U. S. Custom Bonded space available. Office and storage space for lease. Fireproof construction with very low insurance rate. Storage in Transit privileges. All classes of modern warehouse and distribution service rendered.

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MERCANDISE STORAGE
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Buffalo, N. Y.

Specializes in handling
pool cars. No cartage
on railroad shipments.

Lowest insurance
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Stores autos
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For further information write J. E. Wilson, Traffic Manager

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LONG ISLAND SHIPMENTS

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Merchandise Warehousing and Distribution in the
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Warehousing—Distribution—Manufacturing Facilities

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Traffic Managers' Mental Tool-Kit
Filled Through Group Discussions

ONE feature of the regular meetings of the Traffic and Foreign Trade Club of Galveston is to docket for discussion one or more practical problems of traffic management. It is the rule to assign one member as leader for the discussion, he to present his "solution" as the basis for opinions from other members. These "answers" are submitted in written form to the club's secretary, who preserves them in permanent form so as to be available at any time to a member who, in his day's work, faces the particular situation. In this manner the "discussions" are made permanently a part of the traffic manager's tool-kit.

To illustrate the sort of problems, the group recently warmly debated the following three:

1. Let us assume that the sales department of a rice mill located at Galveston sells 1,300 pockets of clean rice to a buyer in Chicago, and same is put up in standard 100 pound sacks net, the container weighing $\frac{1}{4}$ pound each.

Upon handling with their traffic department, it is found that the rate is 46c per cwt., carload minimum weight 80,000 pounds, as shown on page 35 of S.W.L. Tariff No. 218-C, I.C.C. No. 2622. The gross weight being 130,975 pounds, it is found that the carrier involved did not have a single box car to accommodate such weight; however, the weight would not utilize two cars. The question is:

(a) What procedure should be followed by shipper in ordering equipment from carrier for above shipment?

(b) What rule in Consolidated Freight Classification No. 10 furnishes the basis for the correct solution of this problem?

(c) What is the minimum weight of rice shipper is required by carrier to load in the first car of 100,000 pounds capacity furnished by carrier, it being understood that the 1,300 pockets could be loaded in their entirety in the car in so far as space is concerned?

(d) How could shipper determine the maximum weight he would be required to load in the first car of 100,000 pounds capacity?

(e) Could a second car be provided by carrier to handle the excess?

(f) Would it be necessary to mark the excess packages?

(g) Could shipper require the carrier to handle the excess weight through to destination in the trailer car furnished by carrier?

2. Under the average agreement covering demurrage:

(a) How many consignees can be included under one agreement?

(b) If more than one, into what facilities should cars be unloaded in order to be entitled to this privilege?

3. Under the average agreement covering demurrage:

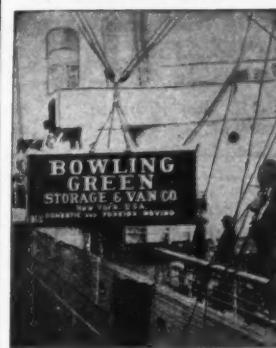
(a) If a car is placed at 8:00 a. m. Friday morning, the following Monday being a holiday, and the car remained on hand for twelve days, on what day would the first \$5.00 penalty accrue?

Dunn Company, Boston, 40 Years Old

The D. W. Dunn Co., operating the D. W. Dunn Storage Co., a household goods storage firm in Boston, celebrated its fortieth anniversary in May, having been established in 1896 by Daniel Webster Dunn with one horse and wagon as equipment. The business has been operated by the Dunn family continuously since.

In the company's downtown office was installed a window display consisting of a huge birthday cake; a miniature horse and van marked "The Past" was at one side, and at the other a small van titled "Present."

NEW YORK, N. Y.

Bowling Green
Storage & Van Co.

Foreign and Domestic
Removals

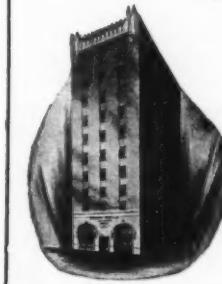
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Warehouse, 250 West 65th St.

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Byrnes Brothers Warehouses, Inc.

ESTABLISHED 1870



Two centrally located modern fire-proof warehouses, adjacent to all railroads, for prompt and economical handling of your shipments.

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DAYTON STORAGE CO., Inc.

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Fireproof Warehouses

Modern Equipment

Lift Van Service

Centrally Located
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Prompt Remittances

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The storing, packing, moving and shipping of Household Goods and Art objects is attended to on a basis of quality. Dunham & Reid Service surrounds the shipper at all times with a greater margin of Safety and Security. Low insurance rates. Prompt remittances. Located in the heart of New York.

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William F. Hahn, Pres. Fred J. Hahn, Sec. & Treas.
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Efficient and Capable Organization
 Modern Fireproof Buildings
 Personal Supervision
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 Association

NEW YORK, N. Y.

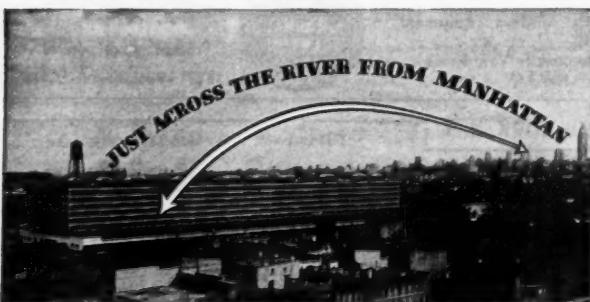
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GENERAL MERCHANDISE STORAGE AND DISTRIBUTION
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 Fleet of Motor Trucks for Every Kind of Transportation Need
 Daily Metropolitan Deliveries
 Custom House License No. 111

Liquor Delivery Permit

The Parade of New Products

(Concluded from page 15)

by that company. This will be in connection with the sale of its sea foods during the summer. Fish as an ideal summer food and the Gorton sea foods because they are cooked quickly will be the themes stressed.

The reorganization plan of the James Butler Grocery Co., Brooklyn, which will convert the company from a retail grocery chain store system to a servicing agency for independently owned retail stores, was recently approved, subject to minor amendments, in Federal Court. Approval was given to the sale of 42 stores to managers. All but two paid cash.

Canners from the Sturgeon Bay cherry-growing district of northeastern Wisconsin and from the Traverse City region of northern Michigan have formed the National Red Cherry Association in order to increase the use of pitted red cherries by restaurants, soda fountains and hotels. The offices of the group are at 8 South Michigan Avenue, Chicago.

Beginning May 1, imitation and "substandard" wines and so-called wine "cocktails" which are not authentic wine cocktails but are actually made with a blend of distilled spirits, will be banned from sale in Virginia.

General Foods is testing its new whole wheat cereal, "Huskies," in every daily newspaper in Texas. If Texans like the campaign and the breakfast food, the agents, Benton & Bowles, will undoubtedly extend it to other States.

A subsidiary of the Procter & Gamble Co., the Hewitt Brothers Soap Co., Dayton, Ohio, has acquired the business of the Cincinnati Soap Co., including the plant of the Cincinnati concern in Dayton and all operations with the exception of one brand. The Cincinnati company will operate as the Grandpa Soap Co., continuing the manufacture of a pine tar soap under the "Grandpa" brand name.

Glidden Co., Cleveland, has acquired the paint and varnish business of Certain-teed Products Corporation.

Rit Products Corp., Chicago, is marketing a new brushless shaving cream.

Crookes Laboratories, Inc., New York City, is introducing to the market Crookes Anesthetic Calamine cream, for skin irritations.

Chuit Naef & Cie, aromatic chemical firm of Geneva, Switzerland, has formed the firm of Firmenich & Co., Inc., to represent it in the United States, with offices in New York City. Until recently Ungerer & Co. represented this firm in the United States.

Tampax, Inc., New York City, organized to manufacture drug specialties, will conduct a national advertising campaign. The first product to be featured will be "Tampax," a new type of internal absorbent, which will be merchandised to women through drug and department stores.

NEW YORK, N. Y.

 Offering a Superior Service
 at a Reasonable Price

Fireproof Vaults

Maintaining a modern fireproof building, easily accessible; storing household goods of every kind in separate fireproof rooms, vaults or galleries which are constructed to properly care for goods of value.

Electric Van Service

Special vaults for silverware and valuables; also vaults of arctic chill for storage of furs, tapestries, rugs, clothing or any other article of value that requires safeguarding from moth ravages.

Cold Storage

Special van equipment for transporting goods to and from warehouse and home or out-of-town. Also house-to-house moving.

Separate Vans

Fumigating tanks to destroy moth or insects in furniture, rugs or bedding.

Safe Deposit Vaults

Special vans for shipments of household goods to all parts of the world.

Dead storage for automobiles. Batteries are cared for on premises.

Our experience of 50 years guarantees satisfactory performance.

 Lincoln Warehouse Corporation
 1187 to 1201 Third Ave., at 69th and 70th Sts.

Alexander Gav, Vice-President and General Manager
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 Storage, Distribution and Freight Forwarding
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IDEALLY LOCATED

IN THE VERY CENTER OF NEW YORK CITY
 Adjacent to All Piers, Jobbing Centers
 and The Holland Tunnel

Unusual facilities and unlimited experience in forwarding and transportation. Motor truck service furnished when required, both local and long distance. Lehigh Valley R.R. siding—12 car capacity—in the building. Prompt handling—domestic or foreign shipments.

MIDTOWN WAREHOUSE, INC.

Starrett Lehigh Bldg.
 601 West 26th St., N. Y. C.

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SANTINI BROS., INC.

Serving Greater New York and All Points in Westchester County

MOVERS—PACKERS—SHIPPERS

General Offices: 1405-11 Jerome Ave.—Tel.: JEROME 6-6000
Four Fireproof Warehouses
3,000,000 CUBIC FEET—POOL CAR DISTRIBUTION

NEW YORK, N. Y.

Seaboard Storage Corporation

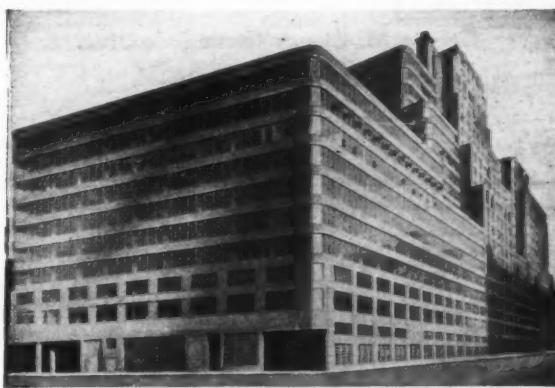
New York Office: 99 Wall St.

Distribution in the Metropolitan Area.

Steamship facilities — Railroad connections — Motor truck distribution — One Responsibility.

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IT HAS —

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- Truck elevators to all floors with convenient truck pits, offering street floor facilities throughout the building.
- Floor areas, 52,000 to 124,000 sq. ft. Smaller units may be leased.
- Low insurance rates.
- Live steam for manufacturing purposes.
- Fast passenger elevators.
- Restaurant and barber shop.

INVESTIGATE THE ADVANTAGES OF THIS BUILDING

You will find it easily adaptable as your Eastern manufacturing and distributing plant, sales and display offices. It is situated on wide thoroughfares in the center of Manhattan.

Nationally-known concerns, already occupants of the building, have been able materially to lower their New York operating costs and at the same time increase their efficiency. You, too, can save here.

Starrett Lehigh Building

D. R. CROTSLEY, Manager, 601 West 26th Street

Telephone: CHICKERING 4-5520

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27th and 28th Streets 11th to 13th Avenue



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Storage Warehouse
55-85 Railroad Street
General Merchandise Storage - Distribution
Household Goods Storage - Shipping
Pool Cars Distributed and Reshipped
Direct R. R. Siding N. Y. Central
In the Center of Rochester

ROCHESTER, N. Y.

Established 1893

Storage of Automobiles and General Merchandise
N. Y. C. R. R. 10 Car Capacity, Private Siding
Pool Car Distribution Motor Service
Heated Throughout Sprinklered Low Insurance Rate

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Offices: 1044 University Ave.
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ROCHESTER, N. Y.

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Fireproof Throughout

Flagg Storage Warehouse Co.
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Protected by Automatic Sprinkler

Consign your Household Goods Shipments in our care
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Mdse. Storage Pool Cars Handled

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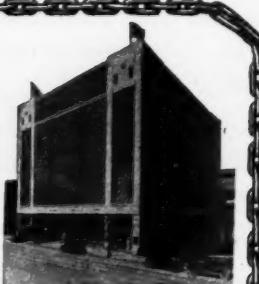
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Sell Profitably in
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modern warehousing in the dis-
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State. Motor-freight daily store-
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HOUSEHOLD GOODS

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Distribution Service, Inc.—New York—Chicago—San Francisco

UTICA, N. Y.

Broad Street Warehouse Corporation

Broad & Mohawk Sts., Utica, N. Y.

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100,000 Sq. Ft. of Floor Space. Private Siding. Low Insurance Rates.
Sprinklered and Heated. Private Offices for Manufacturers' Representa-
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STORAGE - PACKING - DISTRIBUTION - FORWARDING
of Merchandise, Automobiles, Household Goods
"IN THE HEART OF NEW YORK STATE"

UTICA, N. Y.

Jones-Clark Trucking & Storage Co.
of Utica, N. Y.

The Heart of New York State and natural distributing
point. "Jones of Utica" has distributed Merchandise
and Household Goods for 37 years. Every
modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

UTICA, N. Y.

Established 1916

Utica Warehouse Co., Inc.

Box 276

Utica, N. Y.

Unexcelled facilities for handling bulk shipments. Storage
in transit on Cotton-Specializing in Textiles,
Alkalies, Denatured Alcohol. Warehouses on D. L. & W.
and N. Y. C.—Private Sidings—Sprinklered through-
out—Pool Car Distribution—Motor Service.

WHITE PLAINS, N. Y.

CARPENTER STORAGE, INC.

Also serving

Tarrytown
Scarsdale
Hartsdale
Mamaroneck
Port Chester
Larchmont

107-121 Brookfield St.

One of the most modern and best equipped
Storage Warehouses in Westchester.

Household Goods Exclusively

Low Insurance Rate

Packing—Crating—Shipping

Members N.Y.F.W.A.

WHITE PLAINS, N. Y.

J. H. EVANS & SONS, INC.

Office & Warehouse: 253-257 Hamilton Ave.

Household Goods Moving, Storage, Packing, Shipping
Prompt service for any point in Westchester County

Member N.Y.F.W.A.—N.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co.
3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in West-
chester County—serving entire county.

**Arnold C. Pouch Dies at Age of 44;
Terminal Executive Was President of
New York Port Warehouse Association**

ARNOLD CORNWELL POUCH, president of Pouch Terminals, Inc., and of the American Dock Company, New York City, and president of the Warehouseman's Association of the Port of New York, died at the Staten Island Hospital in New Brighton, S. I., on May 8, after a heart attack. He was 44 years old.

A leading figure in the Port's warehousing, maritime and transportation activities, Mr. Pouch was a past president of the Staten Island Chamber of Commerce and was a director of the Bank of Manhattan Company. He is survived by his widow, Grace Kingsley Pouch; two daughters, Jean and Susan; a son, Arnold T.; and two brothers, Alfred T., treasurer of the Pouch company and secretary of the American, and Kenneth T. Pouch. The funeral services, at the Pouch home in New Brighton on May 11, were attended by a large delegation of the officers and members of the Port of New York association.

Born in Brooklyn, on Aug. 29, 1891, Arnold C. Pouch was a member, representing Region No. 2, of the mer-



A. C. Pouch

chandise warehousing trade National Code Authority at the time that agency went out of existence; he had been elected at the New Orleans convention of the American Warehousemen's Association in February, 1935.

A son of Alonzo Bostwick Pouch and Susan D. Pouch, Mr. Pouch removed with his parents to Staten Island in 1892, and there Alonzo D. Pouch took charge of the American Dock & Trust Co., now the American Dock Co. The former was owned by A. C. Pouch's grandfather, Alfred J. Pouch, who was associated with the Standard Oil Co.

"A.C." received his elementary education at Staten Island Academy and the New York Military Academy, and later spent two years at Amherst College and two years at Cornwall Law School.

In 1914 "A.C." entered the employ of the American Dock Co., serving his apprenticeship in every department until he was elected an officer. In 1915 his father established Pouch Terminal, Inc., and the son became an officer of that firm. "A.C." was vice-president of both American Dock and Pouch Terminal at the time of the death of his father, and was elected president of both.

(Concluded on page 80)

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

DIRECTORY OF WAREHOUSES

CHARLOTTE, N. C.

AMERICAN STORAGE & WAREHOUSE CO.

CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 505 S. CEDAR ST.

MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED.
MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE
RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.

Household goods and merchandise.

Pool cars handled promptly. Motor Service.

Members A. W. A. and N. F. W. A.

CHARLOTTE, N. C.

MERCHANDISE STORAGE

Pool Car Distributors
Private Sidings

UNION STORAGE & WAREHOUSE CO., INC.

(BONDED)
1000-1008 West Morehead St. 20 Private Offices
Private Branch Exchange Insurance Rate 25¢
MEMBER OF A.W.A.—MAY.W.A.—ALLIED DIST., INC.

TARBORO, N. C.

EDGECOMBE BONDED WAREHOUSE

TARBORO, N. C.

Largest Sprinklered Warehouses in

Eastern North Carolina

Insurance rate 29 1/2 cents

Pool Car Shipments and Distribution Service—Trucking

Facilities

Located in the Most Prosperous Section of North Carolina

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse

1121 South Front Street

Household Goods, Storage, Packing, Shipping

POOL CAR DISTRIBUTION MOTOR SERVICE

Use Private Siding—A. C. L. R. R.

FARGO, N. D.

Union Storage & Transfer Co. Fargo, N. D.

General Storage—Cold Storage—

Household Goods

Established 1906

Four warehouse units, total of 160,500 sq. ft. floor space—two sprinkler equipped and two fireproof construction. Low insurance rates. Spot stocks, pool car distribution, complete warehouse services. Ship in our care for prompt and good service.

Office: No. 306-10 Northern Pacific Avenue

AWA—ACW—MNWWA—NFWA

GRAND FORKS, N. D.

KEDNEY WAREHOUSE CO.

STORAGE—MOVING—PACKING

SHIPPING

POOL CAR DISTRIBUTION—MOTOR FREIGHT TERMINAL

AKRON, OHIO

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise

Fireproof Warehouse—Local and long

distance moving.

AKRON, OHIO

Cotter-City View Storage Co.

Main Office: 70 CHERRY ST., AKRON, OHIO

150,000 SQ. FEET STORAGE SPACE

Fireproof, concrete buildings, modern facilities, convenient location, ideally suited for clean, careful storage of

HOUSEHOLD GOODS and MERCHANDISE

Distribution area: Akron, Barberton, Cuyahoga Falls. Special attention to pool cars. Low transfer rates.



LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited. Private Siding B. & O. R. R. Free switching all roads. Low insurance rate.

Members of N. F. W. A.—O. A. C. H.—O. W. A.

CANTON, OHIO

CANTON STORAGE, Inc.
FOURTH AND CHERRY N.E.

MEMBER: A.C.W. — May.W.A.
A.W.A.—O.F.A.A.—O.W.A.

merchandise, household
goods cold storage

U. S. Customs and U. S. General Bonded.
Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouses for household goods. Modern equipment combined with speedy service.

New York City Representative:
MR. J. W. TERREPORTTE
250 Park Avenue
Telephone: Plaza 3-1235

Chicago representative:
MR. W. H. EDDY
53 W. Jackson Blvd.
Telephone: Harrison 1498

CINCINNATI, OHIO

YOUR OWN BRANCH HOUSE
—WITHOUT THE OVERHEAD



Modern — Efficient — Responsible

EVERY DISTRIBUTION AND
WAREHOUSING SERVICE
KNOWN TO THE TRADE

CINCINNATI TERMINAL WAREHOUSES, INC.

U. S. General Bonded Warehouse Number 1
Parkway 8070 Cincinnati, O.

(Concluded from page 79)

Mr. Pouch was a member of Beta Theta Pi Fraternity; president and a director of the Staten Island Investing Service Corp. and of the Interboro Bridge Co.; an officer or a director of the Alken Realty Corp., the Arkenal Co.; and was identified with the New York State Chamber of Commerce, Merchants Association, Maritime Association, Lake Hopatcong Country Club, Lake Hopatcong Yacht Club, Downtown Athletic Club, British Lunch Club, Advertising Club of New York, Kiwanis International, Richmond County Country Club, White Hall Club and other organizations.

During the World War he served as first lieutenant in Company B, 12th Infantry Regiment, New York National Guard.

Ford Elected by Warehouse Group

At a meeting of the directors of the Warehousemen's Association of the Port of New York on May 18, Elwood W. Ford, vice-president, was unanimously elected president in succession to Mr. Pouch. Mr. Ford is a vice-president of Baker & Williams.

Slater C. Blackiston, a vice-president of Bush Terminal Company, was chosen vice-president to succeed Mr. Ford. Charles Milbauer, manager of the South Eleventh Street Warehouse Corporation, Brooklyn, was elected a director.

W. J. Petrie, Fond du Lac Executive

W. J. Petrie, co-proprietor of the Petrie Storage & Transfer Line, Fond du Lac, Wis., died at the age of 75 at his home on April 11. At the age of 16 he joined his father, Martin Petrie, in operating a trucking business which the father had founded in 1850. He is survived by his widow, a daughter, and a son, Walter W. Petrie, one of the company's proprietors.

Mr. Petrie was a member of the Mayflower Warehousemen's Association, Wisconsin Warehousemen's Association and Wisconsin Truck Owners' Association.

G. W. Husted, Atlantic City Veteran

George W. Husted, who was president of the former Seashore & Husted Express & Storage Warehouse Co., Atlantic City, N. J., died at his home there late in April after a heart attack. He was 79 years old.

At the time he was active in business, about a decade ago, Mr. Husted was a member of the National Furniture Warehousemen's Association and of the New Jersey Furniture Warehousemen's Association.

Neeser Net Estate Totals \$232,155;
Bequests to Catholic Institutions

The late John G. Neeser, who was president of the Manhattan Storage & Warehouse Co., New York City, at the time of his death on April 14, 1935, left a gross estate of \$261,436 and a net of \$232,155, according to a transfer tax appraisal filed in the New York Surrogate's Court on May 13.

Mr. Neeser held securities valued at \$251,581, including 209 shares of the warehouse stock valued at \$21,004.

The trustees of St. Patrick's Cathedral receive \$10,000, and the Catholic Institution for the Blind, \$5,000. The residuary estate goes to his sister, Elvina L. Neeser, of New York City, except for bequests to several other relatives.

CINCINNATI, OHIO

THE BALTIMORE AND OHIO WAREHOUSE CO.
Operating large modern warehouses for the storage of general merchandise at Second and Smith Sts. and at Sixth and Baymiller Sts. Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice, etc. where a low temperature is maintained. Special attention given to reshipping in L.C.L. lots the same day orders are received. Facilities for storage of Oils, Grease, Chemicals, and goods requiring special storage.
Low Insurance Rates. Sprinkler Systems.
Address: Second and Smith Sts. FRED W. BERRY.
Manager and Treasurer.
CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
—Storage

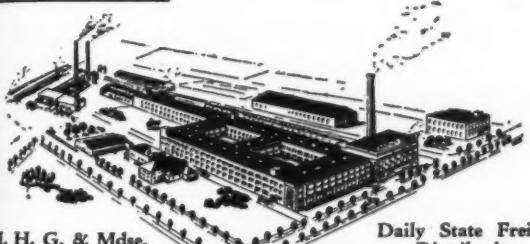
N. W. Corner Pearl and Plum
Merchandise Storage Pool Cars
Penn. R.R. Siding Inter-City Truck Depot



CINCINNATI, OHIO

MEMBER
MAJ. FLORIDA
WAREHOUSEMEN'S ASSOCIATION
The "Al" Naish Moving and Storage Co.
3211 Madison Road, Cincinnati, Ohio
Two Household Goods Warehouses of Fireproof Construction, 40,750 Sq. Ft. Consign Shipments to Oakley Sta. of B.&O. Distribution of Pool Cars. Transfers Household Goods. Cargo Insurance.
Member of May WA—OFWA—OACH—CinVOW

CLEVELAND, OHIO


H. H. G. & Mdse. Daily State Freight Distribution
BRAMLEY STORAGE CO.
A Storage House of Distinction
Railroad Siding, Low Insurance Rates, Sprinkler System
C.F.W.A. and Steam Heated O.W.A.

CLEVELAND, OHIO

BRITTEN TERMINAL Inc.

Merchandise Storage & Distribution. Lowest Insurance Rates. Covered Rail & Truck Docks. Operate Own Truck Equipment. Pool Car Distribution.
2775 PITTSBURGH AV. Telephone PROspect 2970

CLEVELAND, OHIO

"A WAREHOUSE IS ONLY AS GOOD AS ITS PERSONNEL"
To insure good service use
THE GREELEY-GENERAL WAREHOUSE CO.
LOCATED IN THE NEW YORK CENTRAL FREIGHT TERMINAL
AT BROADWAY AND E. 15th ST.

CLEVELAND, OHIO

LEDERER TERMINALS
... HAVE SOMETHING IN STORE for you ...
THREE GREAT WAREHOUSE LOCATIONS
GENERAL OFFICE, 1531 W. 25th ST.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

CLEVELAND, OHIO



**Distribution Terminal
Warehouse Company**

Central Viaduct and West 14th St.
Cleveland, Ohio

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
Plant

Trunk Line
Terminal
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS


SHIPMENTS to Cleveland, consigned to The Lincoln Storage Company over any railroad entering the city, can be handled from freight car direct to our loading platform.

Carload shipments to our private siding, 11201 Cedar Ave., on the N. Y. C. Belt Line, connecting with all R.R.s. entering Cleveland; L. C. L.-Penn. Euclid Ave. Sta. adjoining Euclid Ave. warehouse; other R.R.s. to Cleveland, Ohio.



LINCOLN STORAGE
Geo. A. Rutherford, Pres. W. B. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.

CLEVELAND, OHIO

A WAREHOUSE IN EACH MAJOR SECTION OF THE CITY GIVES



ADVANTAGES

of special Storage Facilities . . . Low Insurance Rates . . . Quick Deliveries.

The **NEAL**
STORAGE COMPANY
CLEVELAND OHIO

Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

OHIO

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
June, 1936

CLEVELAND, OHIO

MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION
HEATED LIQUOR STORAGE
CUSTOMS BONDED
WAREHOUSE
LEASE SPACE

A MODERN, FIRE-PROOF STRUCTURE WITH
ENCLOSED DOCKS. N.Y.C. SIDING WITHIN BUILDING

THE OTIS TERMINAL WAREHOUSE CO.

1300-38 W. NINTH ST. CLEVELAND, OHIO
U. S. GENERAL BONDED WAREHOUSE No. 4



CLEVELAND, OHIO

Facilities, Service and Security

Merchandise Storage and Distribution . . . Fire-proof Buildings . . . Low insurance rates . . . Convenient locations . . . United States Custom Bonded . . . Fumigation if desired . . . Pool car distribution . . .

RAILWAY WAREHOUSES INC.

3450 CROTON, S.E. CLEVELAND, OHIO

COLUMBUS, OHIO

Cover OHIO from Columbus

Modern warehouses and bonded storage facilities. A.D.T. System. Private double track siding. Receiving floor at car level. Shipping floors at truck level. Free switching from all railroads.

Columbus Terminal Warehouse Company

55-85 Terminal Way Columbus, Ohio
Established in 1882

COLUMBUS, OHIO

Member of Associated Warehouses, Inc.

COLUMBUS WAREHOUSES, INC.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—8 BLOCKS OF
CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES
228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO

COLUMBUS:—In the Center of Ohio.
THE MERCHANDISE WAREHOUSE CO:—In the Center of Columbus.
SERVICE:—That means more business for you at less expense.
Let us serve you at Columbus.
PRIVATE SIDING ON
N. Y. CENT. RY.
U. S. Customs Bonded

CHAS. F. COHAGAN, PRES.
IDEALLY LOCATED

The Merchandise Warehouse Co.
276 W. Broad St., Columbus, Ohio
MEMBER: A.W.A.—O.W.A.—A.C.W.

COLUMBUS, OHIO

Consign Your Household Goods Shipments to
DAN EDWARDS at COLUMBUS
Packing—Shipping—Storage—Local and Long Distance Moving—Steel
and Concrete Warehouses—Private Siding

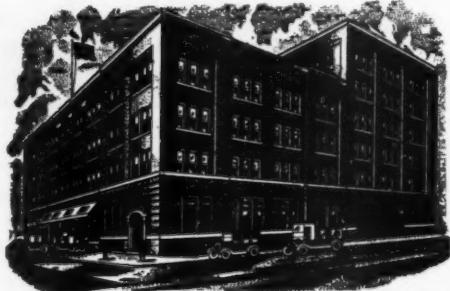
EDWARDS TRANSFER AND STORAGE CO.
426 North High St., Columbus, Ohio

Member—National Furniture Warehouses' Assn., Ohio Warehouses' Assn.

COLUMBUS, OHIO

MERCHANDISE STORAGE
and DISTRIBUTION

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THE NEILSTON WAREHOUSE CO.

LOW
INSURANCE

MARION, OHIO

MERCHANTS TRANSFER COMPANY

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER MAY. W. A.

SPRINGFIELD, OHIO

WAGNERS SERVICE, INC.

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

TOLEDO, OHIO

The RATHBUN CARTAGE CO. 2941-2951 MONROE STREET

"Rathbun" is fully equipped to efficiently handle your merchandise and household warehousing needs in Toledo. . . . Moving, packing, shipping, storing. . . . Riggers and machinery movers. . . . POOL CARS SOLICITED. . . . Local & Long Distance Moving.

Member O.F.W.A.—O.W.A.

TOLEDO, OHIO

"QUICK SHIPPERS"

TOLEDO TERMINAL WAREHOUSE, INC.

128-138 VANCE STREET, TOLEDO, OHIO

Merchandise storage . . . Pool car distribution . . . Fireproof . . . Private siding Nickel Plate Road . . . Free switching . . . Negotiable receipts . . . Transit storage arrangements . . . Motor truck service . . . Located in jobbing District . . . U. S. Customs Bonded.

MEMBERS: American Warehouses' Association
Ohio Warehouses' Association
Toledo Chamber of Commerce

"Bill" Hoag of the Trans-Continental Dies at 66; Was a Picturesque Figure at Household Goods Warehouse Meetings

WILLIAM R. HOAG, one of household goods warehousing's most picturesque characters and for a quarter-century associated with the Chicago headquarters offices of the Trans-Continental Freight Co., died April 26 of cerebral thrombosis. A few days earlier, paralysis had set in his left arm and slowly extended through his left side. The end came quietly at 9 A. M. He was 66 years old and is survived by his widow and a sister.

Born near Hanover, Mich., on Feb. 12, 1870, "Bill" Hoag early in life became identified with the furniture industry in St. Paul. Removing to Chicago in 1889, he joined the Chicago Terminal Transfer Railroad and ten years later became affiliated with the American Forwarding Co.; when the American was absorbed by the Bekins Household Shipping Co. and the latter in turn was taken over by Trans-Continental, he continued with the successor-organizations. During his connection, beginning in 1910, with Trans-Continental he represented

"Bill" Hoag



also, in contacting warehousing, the Chicago Furniture Forwarding Co., and was probably as widely known to salesmen and purchasing agents of wholesale and retail furniture manufacturers as he was among storage executives. He was a Mason and a member of the Traffic Club of Chicago.

As a member of the National Furniture Warehousemen's Association Mr. Hoag was a leader in arranging informal entertainment at the conventions, his ability as a "mixer" fitting him peculiarly for such activity. Yet during the hours of hospitality it was noticeable that he never himself took a drink; he had promised his mother he would never touch liquor, and this pledge he kept faithfully.

During the last year Mr. Hoag had been chairman of the N.F.W.A.'s membership committee and made a creditable record.

Funeral services were held at Memorial Chapel in Chicago on April 27 and were attended by many warehousemen from Illinois, Indiana and Michigan. The honorary pall bearers were F. L. Bateman, Chicago, president of the Trans-Continental Freight Co., and Col. Frank Shellhouse, president of the Shellhouse Fireproof Warehouse Company, Indianapolis. The pall bearers were Frank X. Zech, secretary of the Wolverine Storage Company, Detroit; Jack Joyce, Joyce Brothers

(Concluded on page 84)

TOLEDO, OHIO

HERE IS REAL
WAREHOUSE SERVICE



Every Known Modern Warehouse Facility

U. S. GENERAL BONDED WAREHOUSE NO. 6

U. S. CUSTOM BONDED

GREAT LAKES
TERMINAL WAREHOUSE CO.

321-357 MORRIS ST. TOLEDO, OHIO

Private Siding B&O. and N.Y.C. R.R.'s
TOLEDO'S LARGEST—FINANCIALLY
RESPONSIBLE—WAREHOUSE

YOUNGSTOWN, OHIO

THE WM. HERBERT & SON CO.
EST. 1887
CRATING—PACKING—MOVING
STORAGE
YOUNGSTOWN, OHIO

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.

Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA. CITY, OKLA.

Established 1888

O. K. Transfer & Storage Co.
General Warehousing and Distribution



MOTOR
TRUCKS
& TEAMING

HOUSEHOLD
GOODS

MERCHANDISE

MEMBERS
NFWA, AWA,
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Bonded Under State Law
Oklahoma Bonded Warehouse Company
Merchandise Warehousing
Pool Car Distribution
 Free Switching
 Private Trackage
 P. O. Box 1222

60,000 Sq. Ft.
 Floor Space.
 Fireproof

OKLAHOMA CITY, OKLA.



TULSA, OKLA.

Joe Hodges Fireproof Warehouse
Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad. Best Service Obtainable.

Member American Warehouses Association, American Chain of Warehouses

PORTLAND, ORE.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses
 Licensed under the U. S. Warehouse Act
 Merchandise, Storage and Distribution
 Private Siding Free Switching Sprinklered
 1132 N. W. GLISAN STREET



PORTLAND, ORE.

HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and Distribution

Private Siding All Railroads Entering Portland
 Located in the center of wholesale and jobbing district.

POOL CAR DISTRIBUTION A SPECIALTY

Member A. W. A.—Amer. Chain.
 Established 1864

PORTLAND, ORE.

OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSES

Merchandise Storage and Distribution
 Lowest Insurance Rates—Sprinkler Equipped

Member A. W. A.—
 Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

GENERAL MERCHANDISE WAREHOUSING AND TRANSPORTATION

Pool Cars and L. C. L. Distribution to the Pacific Northwest and Island Empire with Free Pick Up and Delivery Service to All Main Points. Route your shipments Via Water or Rail to us at our private siding.

PIHL TRANSFER & STORAGE CO.

1231 N. W. Hoyt St. Portland, Oregon
 Our Personal Supervision assures you prompt and proper service.

(Concluded from page 83)

Company, Chicago; H. G. Beebe, secretary of the Union Truck and Storage Co., Jackson, Mich.; Knute A. Warner, president of the Warner Fireproof Warehouse, Chicago; and Paul Rensch and Hans Johnson.

Interment was beside Mr. Hoag's mother in a cemetery at North Liberty, Ind.

Elkins Act's Rebate Provisions Are Incorporated in Motor Carrier Law; Gives I.C.C. Control Over Shippers

(Washington Correspondents): Almost universally regarded as exclusively a carrier law, the Federal truck regulatory act exerts a broad control over shippers and has the teeth to prevent chiseling, John L. Rogers, director of the Bureau of Motor Carriers, points out.

The free rein for shippers was drawn tight on April 1, when the rate sections of the law reached full effectiveness, Mr. Rogers reminds. Basis for this assertion is the inclusion in the Motor Carrier Act, almost verbatim, of the provision long existing in the Elkins Act. The law does not place shippers using highway freight transportation at a disadvantage, for the simple reason that they are already under compulsion to refrain from rate chiseling and rebating in rail transportation; it merely extends to trucking the same provisions as formerly existing in rail transportation only, I. C. C. explains. The provision in point is Section 222 (c) of the Motor Carrier Act, which prescribes:

"Any person, whether carrier, shipper, consignee, or broker, or any officer, employee, agent or representative thereof, who shall knowingly offer, grant, or give, or solicit, accept, or receive any rebate, concession, or discrimination in violation of any provision of this part, or who by means of any false statement or representation, or by the use of any false or fictitious bill, bill of lading, receipt, voucher, roll, account, claim, certificate, affidavit, deposition, lease, or bill of sale, or by any other means or device, shall knowingly and wilfully assist, suffer or permit any person or persons, natural or artificial, to obtain transportation of passengers or property subject to this part for less than the applicable rate, fare, or charge, or who shall knowingly and wilfully by any such means or otherwise fraudulently seek to evade or defeat regulations as in this part provided for motor carriers or brokers, shall be deemed guilty of a misdemeanor and upon conviction thereof be fined not more than \$500 for the first offense, and not more than \$2,000 for any subsequent offense."

Implying that there will be no disposition to wink at violations, Mr. Rogers remarked:

"I might remind you that there are some fellows in Leavenworth and Atlanta who overlooked that provision in the Elkins Act."—(James J. Butler.)

YOUNGSTOWN, OHIO

The Watson Terminal and Warehouse Co.
720 Dollar Bank Bldg.

We will build a warehouse to fill your requirements and lease to you on reasonable terms.

PORTLAND, ORE.

COVER THE NORTHWEST
THROUGH

RUDIE WILHELM WHSE. CO., INC.

Rudie Wilhelm, Pres.

Member A.W.A.

U. S. Bonded—Concrete Building—A. D. T. Sprinkler System

Complete Facilities for Storage and Distribution
of All Commodities

Agents: Universal Transcontinental Freight Service

BETHLEHEM, PA.



ERIE, PA.

**THE ERIE
STORAGE
& CARTING
COMPANY**



1502 SASSAFRAS ST., ERIE, PA.

Trackage on New York Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of merchandise and household goods. Branch house service for manufacturers. Pool cars distributed.

MEMBER: ALLIED VAN LINES — N.F.W.A.
P.F.W.A.—Rotary and Kiwanis

**THE IRWIN
TRANSPORTATION
COMPANY**

1502 Sassafras St.
Erie, Pa.

Overnight service
on merchandise to
all of the above
cities.

HARRISBURG, PA.

**Pool
Cars**
Efficiently
Handled
Merchandise
and
Household
Goods Storage



HARRISBURG STORAGE CO.
HARRISBURG, PA.
P. R. R. Siding
American Warehousemen's Association, National Furniture
Warehousemen's Association, Penna. Furniture Warehousemen's
Association, American Chain of Warehouses

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE

FIREPROOF STORAGE WAREHOUSE
Household Goods Storage, Packing, Shipping
Merchandise Storage and Distribution

Pool Cars Distributed. Local and Long Distance Hauling
Members of Mayflower Warehousemen's Association

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

LANCASTER, PA.

Keystone Express & Storage Co.

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE
Siding on P. R. R. and P. & R.

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LANCASTER STORAGE CO.

LANCASTER, PA.

Merchandise Storage, Household Goods, Transferring,
Forwarding
Manufacturers' Distributors, Carload Distribution, Local
and Long Distance Moving
Members May. W.A.—P.F.W.A.

OIL CITY, PA.

**CARNAHAN
Transfer and Storage**

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty.
Forwarding agents

Members N. F. W. A.

PHILADELPHIA, PA.

A responsible nation-wide moving service. Call upon us when transferring representatives any place in the United States, Canada or abroad.

ATLAS STORAGE COMPANY
Agent: ALLIED VAN LINES, INC.
ATLAS TRANSPORTATION COMPANY
operating under tariffs filed with I.C.C.

4015 WALNUT STREET
Telephone: EVERGREEN 1-200
Cable address: BOWLINGVAN

PHILADELPHIA, PA.

Est. over 50 years.

FENTON STORAGE CO.

Absolutely Fireproof
46th and Girard Ave.
Cable Address "Fence"

P. R.R. Siding

Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.

H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Tres.
LEAH ABBOTT, Secy.

Bus type vans for speedy delivery anywhere. We distribute
pool cars of household goods. Prompt remittance.

Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

PHILADELPHIA, PA.

GALLAGHER'S WAREHOUSES

Executive Offices—708 So. Delaware Ave.

General Merchandise Storage and Distribution

U. S. Bonded and Free Stores

Carload Distribution
Direct Railroad Siding: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for
city and suburban deliveries

PHILADELPHIA, PA.

BUELL G. MILLER, President

MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member M.W.A., P.F.W.A., P.M.T.A., C.F.M.A. of Pa.



PHILADELPHIA, PA.

68 Acres OF FLOOR SPACE



Motor Truck SERVICE

We own and operate a fleet of motor trucks to provide "Store door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.



100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986
624 Third Street, SAN FRANCISCO . . . Phone Sutter 3461
219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at
Strategic Distribution Centers



PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.

Merchandise Storage & Distribution

Members A. W. A.

PITTSBURGH, PA.

"33 Years of Service"

Merchandise

Warehouses

Sprinkler Protected

Kirby Transfer & Storage Co.
2538 Smallman St.

Distributors

Penna. R. R. Siding

PITTSBURGH, PA.

THOMAS WHITE, Owner and Manager

WHITE TERMINAL CO.

16th - 17th and PIKE STS.



the heart of Pittsburgh's jobbing district. Private siding on the Penna. R.R.

Also Operating WHITE MOTOR EXPRESS

Mr. Police Commissioner Weatherred

Public enemies whose profession is committing crimes had better steer clear of Highland Park, Texas, or a warehouseman will get them if they don't watch out. Because G. K. Weatherred, associate operating executive of the Dallas Transfer & Terminal Warehouse Co., has been elected Highland Park's police commissioner.

Highland Park, although completely surrounded by Dallas, is a separate municipality with 30,000 population and having its own government, city hall, police department, etc.

New Kentucky Firm

The Kentucky Terminal Warehouse Company, Louisville, capitalized at \$10,000, was granted a charter on April 2. The incorporators are Chester A. Bell, Henry I. Fox and Joseph C. Hofgesang, Jr.

Position Wanted

YOUNG man, 35, with eight years' experience in domestic and foreign freight forwarding, and nine years' connection with large New York household goods warehouse as solicitor, estimator, assistant to warehouse superintendent, and office manager.

Desires position in the East. A-1 references. Available May 15.

Address Box F-235, care of Distribution and Warehousing, 249 West 39th Street, New York City.

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE
221 Vine St.

HOUSEHOLD STORAGE
MERCHANDISE STORAGE
LOCAL AND LONG DISTANCE MOVING
PRIVATE SIDING, D. L. & W. R. R.

POOL CARS
PACKING

MOVING

WILLIAMSPORT, PA.

WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET

P. R. R. SIDING

MERCHANDISE STORAGE and DISTRIBUTION

HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

SCRANTON, PA.

The Quackenbush Warehouse Co.

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MERCHANDISE AND HOUSEHOLD GOODS
STORAGE POOL CAR DISTRIBUTION

D L & W and D & H Sidings

Member of Allied Distribution, Inc.



UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED
LONG DISTANCE MOVING

Private Siding Pennsylvania R.R.

WILKES-BARRE, PA.

WILKES-BARRE STORAGE CO.

General Storage and Distribution

Prompt and Efficient Service

Storage-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

Feuling Points Out That Minnesota
Warehousemen Do Not Have to Report
to Assessors on Stocks in Storage

Warehousemen in Minnesota do not have to make reports to assessors regarding stocks in storage in public warehouses, *Distribution and Warehousing* is informed by J. P. Feuling, president of the Central Warehouse Company, St. Paul. Mr. Feuling writes:

"We notice in your May issue under the heading 'Property Taxes on Stocks in Public Warehouses' the statement that in Minnesota warehousemen are required to report to local assessors the names of all customers having stock in their custody on May 1.

"For your information, that was the law for a period of about four years. The warehousemen of the State were successful in getting this law repealed either five or seven years ago. It is not necessary for warehousemen to make a report to the assessor of any stocks in storage."

Korzelius Succeeds Diehl at Buffalo

George L. Diehl, after 39 years of service, has retired from active management of the Market Street Terminal Warehouse, Buffalo, and is no longer associated with that organization. He has been succeeded as manager and operating executive by William L. Korzelius, who had been assistant manager.

Compton Company Builds Addition

The Compton Transfer & Storage Co., Boise, Idaho, is constructing a \$20,000 addition to its warehouse at 408 South Ninth Street. The space will be used mainly for storage of household goods and merchandise, according to M. A. Compton, secretary.

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping
80-90 Dudley St.

Member National Furniture Warehousemen's Assn.



PROVIDENCE, R. I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car Distribution. Lowest Insurance.

Trackage facilities 50 cars, Dockage facilities on deep water.

Shipping directions South Providence, R. I.

CHARLESTON, S. C.

Charleston Warehouse and Forwarding Corp.

Merchandise Storage and
Distribution of Pool Cars

Modern Concrete Warehouse, 100,000 Square Feet of Storage Space.
Private Tracks Connecting with All Railroad and Steamship Lines.
Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

KNOXVILLE, TENN.

FIREPROOF STORAGE &
VAN COMPANY, Inc.

Successors to Knoxville Fireproof Storage Co.

201-211 Randolph St.

Knoxville, Tennessee

135,000 square feet on Southern Railway tracks.
Equipped with Automatic Sprinkler

Insurance at 12c. per \$100.00 Household goods shipments
per annum. solicited. Prompt remittances
Pool Cars distributed. made.

MEMBERS
American Warehousemen's Ass'n
PROMPT AND EFFICIENT SERVICE

KNOXVILLE, TENN.

J. E. Dupes, Pres. & Gen. Mgr.—C. H. Paul, Pres.

Rowe Transfer & Storage Co.
416-426 N. Broadway

Household Goods and Merchandise Storage and
Distribution. Pool Car Distribution.
Fireproof Warehouse. Low Insurance.

Agent, Aero Mayflower Transit Company
Member, Mayflower Warehousemen's Association & So. W. A.

MEMPHIS, TENN.

S. S. DENT, Pres.

General Warehouse & Distributing Co.
435 So. Front St.

"Good housekeeping, accurate records, Personal Service"

Located in the center of the Jobbing & Wholesale district.

Sprinklered
Private R. R. siding

Low Insurance
Perfect service

Member of M.W.A.

MEMPHIS, TENN.

Pres. J. H. POSTON
Secy. and Treas. W. H. DEARINGJOHN H. POSTON
STORAGE WAREHOUSES

INCORPORATED

671 to 679 South Main St.

Established 1894

Insurance Rate \$1.41 per \$1,000 per Annum
DISTRIBUTION A SPECIALTY

MEMPHIS, TENN.

"SERVICE"

ROSE WAREHOUSE CO.

2-8 East and 2-12 West Calhoun Avenue
Memphis, TennesseeMerchandise Storage and Pool Car Distribution
"SERVICE"

NASHVILLE, TENN.

BOND-CHADWELL CO.
124 First Avenue, N. 1625 Broadway

NASHVILLE, TENN.

521 Eighth Ave., So.

Central Van & Storage Co.

MERCANTILE AND HOUSEHOLD STORAGE

WAREHOUSE STOCK and POOL CAR DISTRIBUTION

Fire Proof Warehouse Space—Centrally Located

NASHVILLE, TENN.

Nashville Warehousing Co.

GENERAL STORAGE

POOL CAR DISTRIBUTION

FREE SWITCHING—CITY TRUCKING

NASHVILLE, TENN.

ESTABLISHED 1886

The PRICE-BASS CO.

194-204 Hermitage Ave.

Merchandise Storage



Automatic Sprinklered — Lowest
Insurance Spot Stock and Pool
Car Distribution — Private
Siding — Free Switching
Motor Truck Service.

Transferral of Various Army Bases to
Cities or States Would be Authorized
by Federal Bills Enacted or Pending

(Washington Correspondence): The war-time Army Base terminal properties at Charleston, Port Newark, Norfolk and New Orleans would be affected, through transferral from Government to State or municipal operation, under bills currently before Congress. In each instance the Federal Government reserves the right to take the property over in time of war or other national emergency.

The House has passed a measure, already approved by the Senate, authorizing the Secretary of Commerce to convey the Charleston Army Base terminal to the city of Charleston, S. C.—only that part of the property, however, which has been under lease to the Port Utilities Commission by the United States Shipping Board. The bill was sent to the White House for approval by the President.

The House passed also the Hartley bill providing the sale of the Port Newark, N. J., Army Supply Base to the city of Newark for \$2,000,000. This measure was introduced by Representative Fred Hartley of New Jersey at the request of Newark city officials, who have long been desirous of acquiring the terminal.

This Newark bill, subsequently passed by the Senate and sent to the President for his signature, provides that when the present War Department lease to the Mercur Corporation expires, next November, the City of Newark shall pay the War Department twenty-one yearly installments of \$100,000 each, with no interest.

The original measure as introduced in the House by Mr. Hartley provided for a sale for \$1,000,000; but because of insistence by the War Department that the property was worth at least \$2,000,000, an amended bill was reported specifying the larger price. Intent on getting favorable action at this session of Congress before expiration of the Mercur lease on Nov. 26, Mr. Hartley let the bill go through as amended; but he has indicated that he will offer at the next Congress a further amendment to reduce the sales price.

Awaiting action by the House merchant marine and fisheries committee is a bill which, approved by the Senate, authorizes the Secretary of Commerce to convey, to the city of Norfolk, Va., the title deed to that part of the Norfolk Army Base terminal under the control of the United States Shipping Board.

A bill introduced in the House by Representative J. O. Fernandez of Louisiana would have the New Orleans Army Supply Base sold to the State of Louisiana for \$2,000,000, payable to the War Department in twenty yearly installments of \$100,000 each, with no interest, the title not to be vested in the State until final payment has been made. In the event Louisiana does not attempt to acquire the property prior to July 1 it would be sold to the highest bidder submitting a proposal within ninety days after that date; such private bids must be in excess of \$2,000,000, and the bill reserves to the War Department the right to cancel or nullify any bids deemed to be unreasonable or below the fair value of the property. This measure is before the House military affairs committee but Representative Fernandez does not expect action at this session of Congress.—(Edwin Hartrich.)

Olmscheid Heads Minnesota-Northwest

The Minnesota-Northwest Warehousemen's Association at its recent annual meeting elected as its president J. J. Olmscheid, secretary of Colonial Warehouses, Inc., Minneapolis. R. P. Lockwood, manager of the Minneapolis Cold Storage Co., was chosen vice-president. J. R. Fitzgerald, St. Paul, continues as secretary-treasurer.

AMARILLO, TEXAS

WM. C. BOYCE

J. A. RUSH



Armstrong Transfer & Storage Co., Inc.

Distributors of Merchandise

BONDED WAREHOUSES

Amarillo and Lubbock, Texas
Contract operators for all rail lines and Universal Carloading and Distributing Company. Member Mayflower W. A.—Amarillo Warehouses' Association—American Chain of Warehouses



CORPUS CHRISTI, TEX.

C. M. Crocker—Pres., J. W. Crocker—Vice Pres.
May Crocker—Sec. & Treas.

CROCKER
TRANSFER AND STORAGE CO., Inc.

Established 1912

Distribution Pool Cars or Boat Shipments
Merchandise & Household Goods

Storage—Drayage—Crating

Members — A.W.A. N.F.W.A. S.W.T.A. A.C.W.

DALLAS, TEXAS

REFERENCE ANY DALLAS BANK

AMERICAN
TRANSFER & STORAGE CO.

BONDED FIREPROOF WAREHOUSES
MERCHANDISE—HOUSEHOLD GOODS

POOL CARS DISTRIBUTION LOCAL DRAYAGE
K. K. MEISENBACH JACK ORR

DALLAS, TEXAS.

E. D. Balcom Gus K. Weathered
(Established 1875)

DALLAS TRANSFER AND
TERMINAL WAREHOUSE CO.

Second Unit Santa Fe Building
Dallas, Texas

Modern Fireproof
Construction—
Office, Display,
Manufacturers, and
Warehouse Space



Operators of Lone Star Package Car Company
(Dallas Division). Daily service via rail from St. Louis
and C.C.A. territory to all Texas points.
Semi-weekly service via Morgan Steamship Line from New York and Seaboard
territory to all Texas points. H & M Motor Freight Line, serving South,
Central, North Texas and Oklahoma.

MEMBERS { A. W. A., N. F. W. A., American Chain of Warehouses
Southwest Warehouse & Transfereemen's Assn. Rotary Club

DALLAS, TEXAS

Dallas-Trinity Warehouse Company

"Courtesy With Unexcelled Service"

Complete Warehousing

R. E. Abernathy, Pres.

3205 Worth, Box 26, Dallas

Pl. Worth-Trinity Warehouse Co. Also Corsicana-Trinity Warehouse Co.
Ft. Worth, Texas Corsicana, Texas
Member of N.F.W.A.—A.W.A.—S.W.A.

DALLAS, TEXAS

The Interstate
Fireproof Storage
& Transfer Co.

301 North Market St.

Merchandise Storage and
Distribution.



Household Goods Storage, Moving &
Packing—Long Distance Hauling
Associate Managers

W. I. Ford

R. E. Eagon



DALLAS, TEXAS

SPECIALIZING



MERCHANDISE STORAGE
POOL-CAR DISTRIBUTION

SERVING THE GREAT
SOUTHWEST AREA

EVERY ACCOUNT IS
PERSONALLY SUPERVISED
BY THE MANAGEMENT.

KOON-McNATT STORAGE & TRANSFER CO.
911 MARION ST.

CONTRACT OPERATORS FOR ALL RAIL LINES AND
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY
Over 10,000,000 Pounds of Freight Handled Monthly for Dallas Shippers

DALLAS, TEXAS

A Complete Merchandise Warehouse

COLD STORAGE—MERCHANDISE STORAGE
YARD STORAGE—RENTALS

MORGAN WAREHOUSE and COMMERCIAL COMPANY

Houston Street at McKinney Avenue, 1917 North Houston Street.
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The business address of a number of the largest manufacturers in the world. A splendid modern plant. A strategic distribution center. A highly specialized organization placing at your command the finest SERVICE that skill and willingness can offer.

FORT WORTH, TEXAS

In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.



Fort Worth
Associated with Distribution Service, Inc.

FORT WORTH, TEXAS

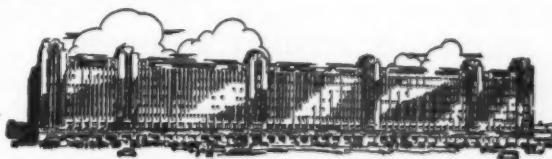
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O. K. Warehouse Company, Inc.

255 W. 15th St.

Fort Worth, Tex.

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The Southwest's Finest Warehouse

MERCHANDISE STORAGE
POOL CAR DISTRIBUTION, OFFICE DISPLAY
AND WAREHOUSE SPACE

Texas and Pacific
Terminal Warehouse Co.

HARLINGEN, TEXAS

Jones Transfer & Storage Co., Inc.

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.
Merchandise storage—pool car distribution, daily motor freight lines.
Furniture vans—equipment for heavy hauling.

Service Covers the Lower Rio Grande Valley

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company

General Storage Cold Storage U. S. Custom Bonded
Pool Car Distribution
Office Space Display Space Parking Space
Lowest Insurance Rate

New York Representative
Phone Plaza 3-1235

Chicago Representative
Phone Harrison 1496

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PATRICK TRANSFER & STORAGE CO.

Shipsides and Uptown Warehouses
Merchandise Storage and Distribution
Operators—Houston Division
LONE STAR PACKAGE CAR CO.

1302 Nance St.

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HOUSTON, TEXAS

**UNIVERSAL TERMINAL
WAREHOUSE COMPANY**

Fireproof Storage—Sprinklered Warehouses

New York Office: 100 Broad Street
Chicago Office: 427 West 27th Street

HOUSTON, TEXAS

IN HOUSTON

**Westheimer
Transfer and Storage Co., Inc.**

Fifty-three Years of Dependable Service
SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY
Benj. S. Hurwitz
President

Members N. F. W. A.
State and Local Assn.

LONGVIEW, TEXAS

**ROY WILSON TRANSFER & WAREHOUSE CO.
BONDED**

Household Goods and Merchandise Storage
Pool Car Distribution
Store in Longview—the most centrally located city
in the East Texas Oil Field

SAN ANTONIO, TEXAS

**MERCHANTS TRANSFER & STORAGE CO.
FIREPROOF BONDED WAREHOUSE**

Complete Storage and Distribution Service
over 50 years of satisfactory service
Member of A.W.A.—N.F.W.A.—S.W.A.

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**Muegge-Jenull Warehouse Co.
BONDED FIREPROOF
POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE
Dependable Service Since 1913**

SAN ANTONIO, TEXAS

**Scobey Fireproof Storage Co.
HOUSEHOLD - - - MERCHANTISE
COLD STORAGE - - - CARTAGE
DISTRIBUTION
INSURANCE RATE - - - 10c**

Members of 4 Leading Associations

SAN ANTONIO, TEXAS

**SOUTHERN TRANSFER CO., INC.**

FIREPROOF BONDED STORAGE

U. S. Customs Bonded Warehouse—

Cartman's Permit No. 1

TYLER, TEXAS

EAST TEXAS TERMINAL WAREHOUSE CO., Inc.

*Serving the World's Largest Oil Field
and All of North and East Texas.*
The highest type of BONDED Storage
and Warehouse facilities.
POOL CAR DISTRIBUTION

Member—S.W.A.

415-17 N. College and Cottonbelt tracks.

TYLER, TEXAS

Tyler Warehouse and Storage Company

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
Texas. Specializing in Pool Cars Merchandise.

WICHITA FALLS, TEXAS

Wichita Falls Fireproof Warehouse

(Reinforced concrete)
Motor Freight Service to All Territory
Tarry Warehouse & Storage Company, Inc.

Members { National Furn. Warehousemen's Assn.
Southwest Warehouse & Transformer's Assn.
See TYLER-TARRY-FACC Co. Associated

OGDEN, UTAH

**Western Gateway Storage
Company**

COLD AND DRY STORAGE
A Modern Commercial Warehouse
Bonded Service

Member American Warehousemen's Assn.

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

Fireproof

Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribu-
tion. Office Facilities.

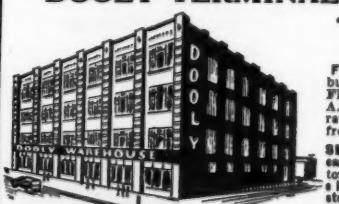
Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE

"IT'S THE LOCATION"

213 So. First West St.
FACILITIES—55,000 sq. ft.; Slow
burning, brick, steel and mill const.;
Floor load 250 lbs.; Sprinkler sys.;
A. T. & private telephone; insurance
ratio, 14. Inturbank Electric siding;
free switching from all R. R.'s.



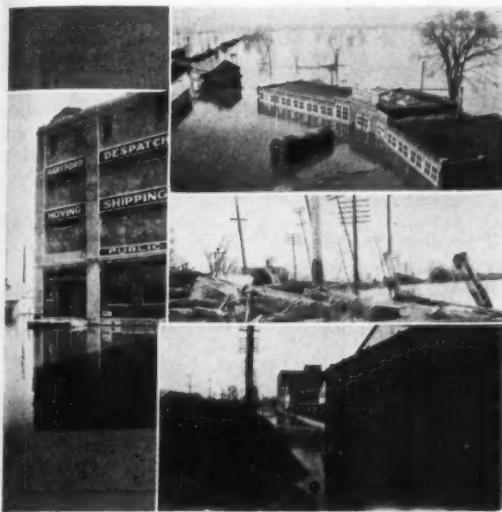
SERVICE FEATURES—Bonded. Pool
car distribution. Merchandise storage; col-
lections made and promptly
paid; extending all services of a branch house except the
actual selling. Free pick up and delivery service from ware-
house to transportation depots. Office space available.

ASSOCIATIONS—Utah Warehousemen's Assn.
IDEALLY LOCATED—On the edge of Salt Lake's business
and financial district and right in the center of the jobbing
section—in the heart of all business activity, and the
most desirable location in Salt Lake City.
Our negotiable receipts are accepted by banks as collateral
against merchandise stored in warehouse. Prompt delivery
service.



Flood Waters in Hartford

THESE pictures were taken by Edward G. Mooney, president of the Hartford Despatch & Warehouse Co., Inc., Hartford, Conn., during and after the Connecticut River's recent overflow.



At left is shown the company's main storage structure during the height of the flood, with the water almost at the level of the entrance.

The garage is at upper right. The 20,000-gallon gas tank, here afloat, had been underground; emerging through a concrete apron, it bobbed about like a cork until lashed down. About 10,000 gallons of gasoline leaked out.

Center view at right shows the company's railroad siding after the waters had subsided.

Lower scene at right presents a partly-submerged freight car at the siding; beyond it is the company's loading platform, with the water not quite reaching the level where new automobiles were parked.

Flood Damage Rehabilitation Loans

Available at RFC's Discretion

(Washington Correspondence): Warehousemen who experienced heavy losses as a result of the 1935 and 1936 floods are showing keen interest in the offer of the Reconstruction Finance Corporation to finance replacement and rehabilitation of destroyed or damaged property, but conditions imposed by Congress are militating against success in obtaining aid.

Applications are coming into Washington daily. RFC, in conformity with its policy of keeping confidential all inquiries unless and until they result in loans, declines to identify the applying warehousemen or other applicants.

By the terms of the Kopplemann bill, \$50,000,000 was appropriated to be carved into loans to owners of destroyed property, and individuals, partnership or corporate, and to municipalities. No restriction is set on amount, either minimum or maximum, but broad discretion was vested in RFC in this provision:

"The Reconstruction Finance Corporation will determine
(Concluded on page 92)

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

SALT LAKE CITY, UTAH

Merchandise Storage and Distribution

Over 1,000,000 cubic feet reinforced Concrete Sprinklered Space

Insurance Rate 14 Cents

JENNINGS-CORNWALL WAREHOUSE CO.

Salt Lake City, Utah

Represented by

DISTRIBUTION SERVICE, INC.

New York—Chicago—San Francisco

SALT LAKE CITY, UTAH

"This is the Place"

FOR BETTER SERVICE SECURITY STORAGE & COMMISSION CO.

230 S. 4TH WEST STREET

Over 25 Years Experience

Merchandise Warehousing - Distribution
Sprinklered Building - Complete Facilities
Lowest Insurance Cost - A.D.T. Watchman Service
Office Accommodations - Display Space

Represented by American Chain of Warehouses, Inc.

New York Chicago

250 Park Ave. 53 W. Jackson Blvd.

MEMBER:
A.W.A.—U.W.A.

NORFOLK, VA.

HOUSEHOLD AUTOMOBILE STORAGE MERCANDISE

THE BELL STORAGE COMPANY, INC.

NORFOLK, VIRGINIA

MODERN SPRINKLER EQUIPPED WAREHOUSE
50,000 SQUARE FEET PRIVATE RAIL SIDING
Lowest Insurance Rates in Norfolk. Pool Car Distribution.
WE SPECIALIZE IN MERCANDISE STORAGE
AND DISTRIBUTION

AGENTS: AERO MAYFLOWER TRANSIT COMPANY

Member N.W.A. & S.W.A.

NORFOLK, VA.

Established 1892

SOUTHGATE STORAGE COMPANY, Inc.



MEMBER:
A.C.W.
A.W.A.
S.W.A.
U.S. C. of C.

For economical storage and distribution
you will want to know more about our
individualized services. Our fireproof
warehouses are in the Southgate Terminal,
on the waterfront and in the center of
Norfolk's wholesale district. Served by
all rail, water and motor lines.

Write for Booklet—"7 POINT DISTRIBUTION"

RICHMOND, VA.

58 YEARS OF UNINTERRUPTED AND EXPERT SERVICE

BROOKS TRANSFER and STORAGE CO., Inc.

1224 W. Broad Street, Richmond, Va.

Two Fireproof Storage Warehouses—116,000 Square Feet Floor Space—Automatic
Sprinkler System—Lowest Insurance Rates in Richmond—Careful Attention to Storage
—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car
Distribution—Motor Van Service to All States East of Mississippi River.

Member of S. W. A.—N. F. W. A.

RICHMOND, VA.

STORAGE
HOUSEHOLD
GOODS
OBJECTS OF ART
FURS - RUGS
VALUABLES

THE W. FRED. RICHARDSON Security Storage Corporation

PACKING FOR SHIPMENT
Local and Long Distance Movements
ESTABLISHED 1887

RICHMOND, VA.

*"Here, There and Everywhere"***TANNER'S**
TRANSFER & STORAGE

General Office: 2617 Fourth Ave.

Specializing in the movement of household furniture and office equipment. Warehouse with a private railroad siding right to the door. Distribution of household goods pool cars. Members of A.T.A., V.H.U. Assn., N.D.A.

RICHMOND, VA.

180,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATIONESTABLISHED 1908 1709 E. CARY ST.
U. S. BONDED & PUBLIC WAREHOUSES
MERCANDISE STORAGE & DISTRIBUTION
INSURANCE RATES 20c PER \$100 PER YEAR
Member A.W.A.
BUILDINGS SPRINKLERED

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars



Automatic Sprinkles

Private Railroad Siding

Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution
for Agents, Brokers and General Merchandise Houses.

Member of American Chain of Warehouses

SEATTLE, WASH.

ESTABLISHED 1909

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For City of Washington, D. C.

refer to

DISTRICT of COLUMBIA

(Concluded from page 91)

mine from the facts and circumstances in each particular case when rehabilitation is 'useful or necessary,' and under what circumstances the loan is 'so secured as reasonably to assure repayment thereof.'

The principal difficulty insofar as privately owned property is concerned arises from the fact that the owners must furnish a lien on the property with an agreement to pay off the obligation in ten years. If the loss involves personal property—that is, other than land or buildings (but not including merchandise)—RFC will determine in each instance how long the loan shall run; but in no event shall the maturity date be later than Jan. 31, 1945. The rate of interest is 4%.

Privately-owned water, gas, electric, communications or transportation systems may be rehabilitated with RFC loans extending over twenty years, secured by company obligations and a lien on the properties.

Funds are available for repair of roadways, buildings, machinery, equipment, appliances and fixtures—subject always to the RFC discretion whether they are "useful or necessary."

Regional offices are handling applications in the first instance, with final decisions made here.—(James J. Butler.)

PWA Has Not Yet Decided on Loan
for \$5,800,000 Bronx Terminal

(Washington Correspondence): The PWA has temporarily rejected a \$5,800,000 terminal warehouse project for Bronx, New York City.

The Bronx Docks Corporation, with the assistance and sponsorship of the docks commissioner and the local Chamber of Commerce, had applied for a 45 per cent loan to assist in construction of a huge warehouse and unloading terminal on the East River.

While the PWA engineering staff has disapproved the project, it has yet to receive final determination by PWA itself.

While no figures are available, it is understood construction would add about 1,000,000 square feet of storage space to the metropolitan area. The project would include docks, waterfront warehouses and other terminal facilities.

Warehousemen had filed objections with PWA, pointing out that this Federal-financed project would add to the financial troubles of the storage companies.—(Edwin Hartrich.)

Michelsen Estate Valued at \$89,407

The estate left by Edward Michelsen, Seattle storage and transfer executive who died last November, was valued at \$89,407 in an inventory and appraisement filed in Probate Court in Seattle on May 1. His will divided the estate between his widow, Mrs. Marie P. Michelsen, and his sister, Mrs. Charlotte Schuler.

Mr. Michelsen, a member of the American Warehousemen's Association, was president of the Seattle Transfer & Storage Co., United Warehouse Co., Central Van & Storage Co. and Miller Transfer Co.

Terminal to Be Built in Pontiac

The Hubert Cartage Co., Pontiac, Mich., is building a modern freight terminal warehouse and office building to cost \$16,200. Located at 675 South Saginaw Street, the structure will be of cement block and reinforced concrete, the warehouse portion being 87 by 30 feet and equipped with loading docks.

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Assembling and distribution of
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Agents for JUDSON.

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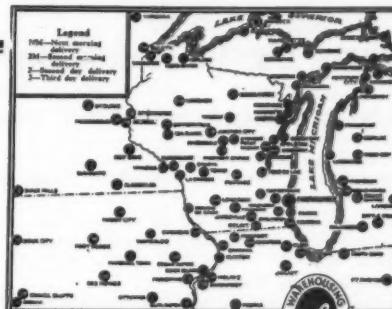


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"BRANCH HOUSE SERVICE"

"Let Us Solve Your Distribution Problems"
Ship Your Merchandise to Yourself in Our Care
and Have Instructions Follow.
"We Will Do the Rest."

"U. S. Government Bonded Warehouse"

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WAREHOUSE SERVICE ↑ RAILROAD SIDINGS
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1 to 7 Main Street, Racine, Wis.

Proposed PWA Loan for Bayonne Terminal
Is Now Contingent on Revised Contract

(Washington Correspondence): A revised contract covering the \$5,252,045 PWA loan and grant for the Bayonne, N. J., ship-to-rail freight terminal project will be submitted to the city, Public Works Administrator Harold L. Ickes has announced. Numerous provisions to protect the city's interest in the property, not incorporated in the first loan and grant agreement, will be included in the revised contract.

The original contract, written during the rush period last fall and winter when 4000 new projects were being placed under contract, was withdrawn by PWA to permit further study. The new provisions are the result of that study, in the course of which public hearings were held.

Amount of loan and grant remains unchanged: \$5,252,045, of which \$2,252,045 would be a grant and \$3,000,000, a loan to the city.

The new contract will embody the following conditions not in the original:

1. Title to all land required for the project would be indefeasibly vested in the city. This is designed to protect the city's interest in the riparian rights to approximately 200 acres of land. These rights now are owned by the State. The city planned to lease these rights from the State for 15 years, with right to purchase within that time. In case of default in rent payments, the land, as improved by construction of the project, would revert to the State. PWA examiners discussed this phase with representatives of City and State, and negotiations for sale by State to City are in progress.

2. Any excess profits earned by the Central District Corporation, which plans to operate on a lease basis after completion, would be paid to the city in addition to the fixed yearly rental. This provision applies to that part of the terminal constructed with Federal funds. The original plan provided for payment of only a fixed yearly rental by the corporation, which would have retained all profits after payment of the rental and operating costs. The revised contract provides that Central District would be allowed to earn only a net profit yet to be determined by negotiations.

3. Central District Corporation would enter into a contract, satisfactory PWA, with Central Railroad of New Jersey, covering, among other things, the railroad's commitment to purchase certain securities of Central District.

4. The facilities and services of Central District would be made available to all terminal users without discrimination. This requirement would assure equal opportunity to all shippers and receivers of freight.

5. Enactment by the New Jersey State Legislature of legislation establishing, to the satisfaction of PWA, the authority of the City of Bayonne to issue at one time the entire amount of bonds necessary to secure the \$3,000,000 loan. There is some doubt as to whether the city now has this power.

6. None of the PWA grant would be used for purchase of land or riparian rights, in order that the Federal funds would be used for employment-creating purposes only.—(George H. Manning, Jr.)

CANADIAN WAREHOUSE SECTION

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**Seaboard Storage Asks a Tax Liability
 Redetermination; "Good Will" Involved**

(Washington Correspondence): Claiming that the Commissioner of Internal Revenue unreasonably disallowed deduction of \$3,000 from 1933 income which represented amortization of "good will," the Seaboard Storage Corporation, New York City, has filed a petition with the U. S. Board of Tax Appeals for redetermination of the income tax liability.

The Bureau of Internal Revenue, after checking the 1933 income tax report, issued a deficiency assessment of \$527.29, which the storage company contends was erroneously computed. The petition points out that if the item listed as "good will" is misnamed, it represents a contracts receivable item covering storage and warehousing contracts bought by the corporation in consideration for stock.

The Bureau contends that the \$3,000 items claimed as good will represented no loss to the corporation because the contracts were made verbally and prior to the organization of the petitioning company with individuals who were later to become stockholders of the company.

The problem will be threshed out at a hearing before the Board of Tax Appeals at a date yet to be fixed.—(George H. Manning, Jr.)

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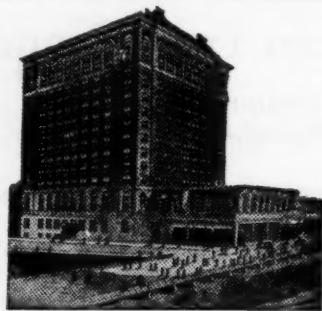
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